A COMPARATIVE STUDY OF THE SERVICE QUALITY OF CASUAL DINING RESTAURANTS IN PHUKET: PERSPECTIVE OF THAI AND INTERNATIONAL CUSTOMERS

By

ARISARA SEYANONT

Bachelor of Science in Accounting
Bangkok University
Bangkok, Thailand
1995

Master of Business Administration
Jacksonville State University
Jacksonville, Alabama
1998

Submitted to the Faculty of the
Graduate College of the
Oklahoma State University
in partial fulfillment of
the requirements for
the Degree of
DOCTOR OF PHILOSOPHY
May, 2007

A COMPARATIVE STUDY OF THE SERVICE QUALITY OF CASUAL DINING RESTAURANTS IN PHUKET: PERSPECTIVE OF THAI AND INTERNATIONAL CUSTOMERS

Dissertation Approved:

Jerrold K. Leong, Ph.D., FMP
Dissertation Advisor

Radesh Palakurthi, Ph.D.

Gregory E. Dunn, Ph.D.

Edward L. Harris, Ph. D.

A. Gordon Emslie, Ph.D.
Dean of the Graduate College

ACKNOWLEDGMENTS

First, I would like to thank my husband and my son, Apichart and Austin Roongurang, who have supported me in completing this study successfully. Next, I would like to thank my parents, Sanan and Patcharee Seyanont, who have given me their endless support and encouragement to achieve my goals. Also, I thank both my sisters in Thailand, who have provided their love and confidence in me.

This dissertation would have not been completed without the support of many people who have been very kind to me. Their advise, guidance, and patience have enriched my whole graduate experience. I would like to take this opportunity to thank my dissertation chair and advisor, Dr. Jerrold K. Leong, who has been very supportive and has provided exemplary guidance and supervision; thus, he insured that I completed everything in a timely manner. I have admired his persistence and patience in dealing with students.

I would like to thank Dr. Hailin Qu for his support and guidance through out my program. My sincere appreciation is extended to the members of my advisory committee: Dr. Radesh Palakurthi, Dr. Gregory E. Dunn, and Dr. Edward L. Harris, whose supervision, comments, ideas, constructive criticism, and encouragement will always be remembered. Everyone on the committee was very helpful and accommodating throughout my doctoral pursuit at Oklahoma State University.

TABLE OF CONTENTS

LIST OF TABLES

Table Page

LIST OF FIGURES

Figure Page

CHAPTER I

INTRODUCTION

According to World Tourism Barometer (WTO), Thailand's international tourism rebounded in 2004 and reached to 760 million of international tourist arrivals, up thirteen percent over 2003 (Hospitality Net, 2005). The Thai economy turned around a growth of five percent in 2004 (Hospitality Net, 2005). Customer confidence has returned and Thais have again started to spend money, which is having a positive effect on the food service sector. More business people are dining out and entertaining their business guests, making tourism continue to grow. The higher end of the food service market can be expected to grow at a healthy rate in the years ahead, which will make imported foods benefit from the growth in this market segment.

Phuket, Thailand's largest island, is located approximately 862 kilometers south of Bangkok. Phuket is a tourist destination and is full of the variety of tourism resources. A study ranked Phuket attractions according to the top three of satisfactions of tourists: first, beach/natural beauty/climate were given 63 percent, second, food was given 52 percent, and third, local hospitality 43 percent (Tourism Authority of Thailand, 2001). Since food in Phuket is the second thing that satisfies the tourists, restaurants should develop service standards and service quality to meet customer satisfaction.

According to the Phuket official census, Phuket Tourism Statistics 2005 showed 289,584 people living in Phuket (permanent residents) with 139, 506 males and 150,078 females. The guest arrivals at accommodation establishments in Phuket in 2005 were totaled 1,971,181, including 824,330 Thai and 1,146,851 foreigners. Moreover, the domestic tourism in Phuket in 2005 was 1,188,621 Thai visitors and 1,321,655 foreigner visitors, 1,108,444 Thai tourists, and 1,266,900 Foreigner tourists. Phuket has seventy-eight restaurants: twenty-one casual dining restaurants, twenty-five fine dining restaurants at Hotels and Resorts, two fine dining restaurants at Yacht Clubs, two fine dining restaurants, and two buffets dinner shows (Phuket Dining Guide, 2006; Restaurant Preview, 2006). There are cuisine types, such as Austrian, French, Mediterranean, German, Indian, International, Italian, Japanese, Scandinavian/European, Steakhouse, and Thai. (Where to Eat in Phuket, 2006).

The restaurant industry is one of the most competitive industries in the world today. The fastest-growing segment of the restaurant industry is casual dining, where sales are increasing at double-digit rates. The restaurant industry has certainly not been exempt from either increased competition or from rising consumer expectations of quality. In the highly competitive food service industry, large chain operators have tended to gain competitive advantages through cost leadership. The industry depends on standardization and economies of arising scale, due to large market shares, whereas smaller, independent restaurants attempt to gain advantage through differentiation.

As the service sector continues to expand, the issue of service quality has received increasingly more attention. The casual dining customer has many choices when dining out in restaurants. The customer is impatient and sophisticated. If the restaurant is not

providing satisfaction, service quality, and value, he/she will leave to another restaurant. Over the last 20 years, a significant amount of literature has emerged which has increased our understanding of the difficulties associated with delivering quality service, but fallen short of providing service managers with the tools they need to put quality control into action. In services, the intangible and heterogeneous characteristics associated with the delivery process, and the inseparability of service production from service consumption continue to provide a hurdle for those who seek to establish the well-defined standards which are a prerequisite for quality control.

In highly competitive casual dining restaurants in Phuket, restaurateurs are increasingly concerned with satisfying customers, who are not easily satisfied with the restaurants' service quality. One of the reasons for the lack of focus on customer satisfaction may be because the concept of service quality has been difficult to define, measure, and maintain. Customer satisfaction and service quality are prominent marketing factors. The service does not stop at purchasing. Rather, its relationships with customers go on to post-purchase behavior. It is recognized that customer satisfaction is not sufficient to secure customer loyalty. Researchers found that satisfied customers express a tendency to switch to competitors (Mittal and Lasser, 1998). Jones and Sasser (1995) stressed a distinction between completely satisfied customers and satisfied customers. Completely satisfied customers are significantly more likely to repurchase company's products than simply satisfied customers are. To increase customer satisfaction and customer loyalty, casual dining restaurant owners must strive for better service through service quality.

One of the biggest contemporary challenges of management in service industries is providing and maintaining customer satisfaction. Service quality and customer satisfaction have increasingly been identified as key factors in the battle for competitive differentiation and customer loyalty. Service management literature stated that customer satisfaction is the result of a customer's perception of the value received in a transaction or relationship---where value equals perceived service quality relative to price and customer acquisition costs (Blanchard and Galloway, 1994).

Researchers agreed that service quality is an elusive an abstract construct that is difficult to define and measure (Parasuraman, Zeithaml, and Berry, 1985). Parasuraman, Zeithaml, and Berry (1985) suggested that service quality is evaluated by the gap between expected service and perceived service. These researchers exploratory research indicated that despite the different types of services offered, customers used similar criteria when judging service quality. In 1988, these researchers developed the instrument called "SERVQUAL" and tested this concept. Parasuraman, Berry, and Zeithaml (1991b) refined and reassessed SERVQUAL's psychometric properties and indicated SERVQUAL could be used as a diagnostic methodology for undercovering a company's service quality shortfalls and identifying its strengths.

The SERVQUAL instrument is designed for use in a broad set of service businesses and it encompasses statements for each of the five dimensions. The SERVQUAL measure has been criticized and supported since its development. Most of the SERVQUAL instrument's problems were tied to using the different scores. The five dimensional format of SERVQUAL allows a firm to assess its level of service quality along each dimension, as well as overall. The instrument can also be used to categorize a

firm's customers into several perceived quality segments (e.g. high, medium, low) based on their individual SERVQUAL scores. The SERVQUAL can be used to compare and contrast demographic characteristics to gain managerial insights.

Problem Statement

There is an urgent need to investigate the economic environment surrounding the competitive business strategy of casual dining restaurants. The current trends indicate that there is needed improvement in the study of service quality, customer satisfaction and loyalty. However, there is no research about the relationship of service quality, customer satisfaction, and customer loyalty related to restaurants in Phuket. The study will provide information for casual dining restaurant businesses to be more competitive in the current business practices circumstances.

Purpose of the Study

The purpose of this study was to examine the relationships between service quality, customer satisfaction, and customer loyalty (word-of-mouth endorsements and repurchase intention). The researcher adapted SERVQUAL model (Parasuraman, Zeithaml, and Berry, 1988) to assess the customers' perspective of service quality in casual dining restaurants in Phuket. Additionally, this study was designed to determine which attributes of service quality had significant differences in customers' demographic profiles (gender, age, dining frequency, and per capita expenditures for each meal).

Objectives

The following four objectives are addressed in this study:

1. To determine how the attributes of service quality (tangibles, reliability, responsiveness, assurance, and empathy) have influenced and affected customer satisfaction in the casual dining restaurants.
2. To determine the level of satisfaction customers receive at casual dining restaurants.
3. To determine the relationship between customer satisfaction and customer loyalty.
4. To determine the influences of customer satisfaction on word-of-mouth and repurchase intention.

Definition of Terms

For the purpose of this study, the following terms are defined:

1. Casual Dining – A casual dining restaurant is a restaurant that serves moderately priced food in a casual atmosphere. Except for buffet-style restaurants, casual dining restaurants typically provide table service. Casual dining comprises a market segment between fast food establishments and fine dining restaurants. Some casual dining restaurants serve beer or wine with meals or include a bar where alcoholic beverages are served, but they are generally distinct from drinking establishments (Wikipedia, 2006).
2. Customer Loyalty – is defined as " a deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future, there by causing repetitive same brand set purchasing, despite situational influences' and marketing efforts' having the potential to cause switching behavior" (Skogland and Siguaw, 2004),

3. Customer Satisfaction –is defined as " the level of a persons felt state resulting from comparing a product's perceived performance or outcome in violation to his/her own expectations" (Kotler, 1996).
4. Overall Service Quality – is a measure of how well the service level matches customer expectations. Overall service quality is described as "the consumer's judgment about an entity's overall service quality and can be viewed as a form of attitude resulting in comparison of expectations and perceptions of the service performance." Delivering a high level of overall service quality means conforming to customer expectations on a consistent basis (Lewis and Booms, 1983).
5. Perceived Service Quality (PSQ) – is defined as "a global judgment or attitude relating to the superiority of a service". From their perspective, the perception of service quality is a reflection of the degree and direction of discrepancy between consumers' perceptions and expectations (Parasuraman, Zeithaml, and Berry, 1985).
6. Service Quality – is defined as "the global evaluation or attitude of overall excellence of services". Thus, service quality is the difference between customers' expectation and perceptions of services delivered by service firms (Parasuraman, Zeithaml, and Berry, 1988).

Research Questions

This study was conducted on the basis of the following research questions:

1. Is there a relationship between service quality factors and overall customer satisfaction?
2. Is there a relationship between overall customer satisfaction and word-of-mouth endorsements?
3. Is there a relationship between overall customer satisfaction and repurchase intention?
4. To what extent do service quality factors predict overall customer satisfaction?
5. To what extent do service quality factors predict word-of-mouth endorsements?
6. To what extent do service quality factors predict repurchase intention?
7. To what extent does overall customer satisfaction predict word-of-mouth endorsements?
8. To what extent does overall customer satisfaction predict repurchase intention?
9. Do service quality factors significant difference in customers' demographic profile (gender, age, dining frequency, and per capita expenditures for each meal)?
10. Do overall service quality significant difference in customers' demographic profile (gender, age, dining frequency, and per capita expenditures for each meal)?
11. Do overall service quality significant difference between type of customers (Thai and international)?
12. Do overall service quality significant difference in type of casual dining restaurants?

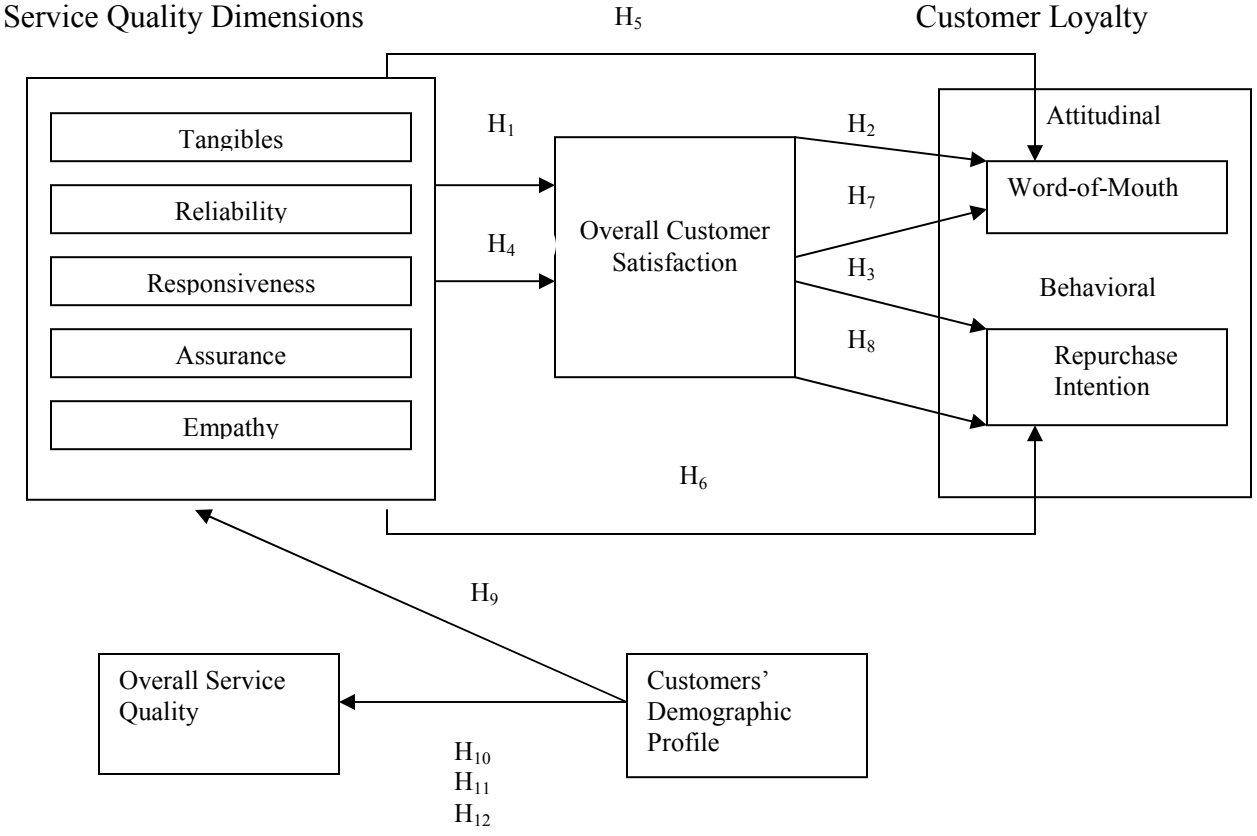
Table 1

Hypotheses of Service Quality in Casual Dining Restaurants

Hypotheses	Antecedents of Service Quality Factors
H_1:	There is a positive relationship between service quality factors and overall customer satisfaction.
H_2:	There is a positive relationship between overall customer satisfaction and word-of-mouth endorsements.
H_3:	There is a positive relationship between overall customer satisfaction and repurchase intention.
H_4:	Service quality factors have a positive impact on overall customer satisfaction.
H_5:	Service quality factors have a positive impact on word-of-mouth endorsements.
$H_{6:}$	Service quality factors have a positive impact on repurchase intention.
$H_{7:}$	Overall customer satisfaction has a positive impact on word-of-mouth endorsements.
H_8:	Overall customer satisfaction has a positive impact on repurchase intention.
$H_{9:}$	There is a significant difference in service quality factors based on customers' demographic profile (gender, age, dining frequency, and per capita expenditures for each
H_{10}:	There is a significant difference in overall service quality based on customers' demographic profile (gender, age, dining frequency, and per capita expenditures for each meal).
H_{11}:	There is a significant difference in overall service quality between type of customers (Thai and International).
H_{12}:	There is a significant difference in overall service quality with type of casual dining restaurants.

Figure 1

Conceptual Model of Service Quality



Significance of the Study

This research contributed both academically and practically. First, this study provided evidence of the service quality factors that influenced customer satisfaction. These factors were used to predict the likelihood of predicting increased repurchase intentions and word-of-mouth endorsements. Second, this study enhanced the knowledge and understanding of the relationships among service quality, customer satisfaction, and customer loyalty.

Practically, the findings from this study provided an in depth comparison between domestic customers and international tourists who frequent casual dining restaurant in Phuket. First, this study provided recommendations and best practices to implement that may improve service quality, customer satisfaction, and customer loyalty for each type of casual dining business. Second, customers provided feedback regarding the quality of products and services, and this information was used to design strategic interventions to improve the level of customer satisfaction and customer loyalty.

Assumptions

The study was based on the following assumptions:

1. The researcher chose validity measurement scales to measure the study variables.
2. Respondents expressed their perceptions of service quality in casual dining restaurants with personal opinions.
3. The study generated useful information for the researcher and the restaurant industry

Limitations

The study was limited as follows:

1. The participants for this study were randomly selected from four casual dining restaurants (Japanese, Thai, Italian, and Mediterranean) in Phuket. Hence, the results and conclusions may not be universally applicable but may only be specific to the casual dining restaurants.
2. This study involved only three dependent variables, overall customer satisfaction, word-of-mouth endorsements, and repurchase intention.

3. The original questionnaire written in English was translated into Thai and the final results will be reported in English.
4. Results were based on the data reported in the questionnaires completed by the customers selected from four casual dining restaurants in Phuket.

Chapter Summary

Chapter 1 provided an outline of the research purpose, questions, hypotheses, and conceptual model of this study. Chapter 2 provides an in-dept theoretical background with respect to the constructs that appear in this study. It presents a review of the literature on the concept of service quality, and the dimensions of service quality that appear in hospitality and service industry.

CHAPTER II

REVIEW OF LITERATURE

In this chapter, the theoretical bases for this study are supported by a discussion of previous studies and existing research relevant to the constructs of interest in the model and their proposed relationships. The importance of service has obtained a substantial amount of attention by many managers and academic scholars in a variety of fields. Identifying the nature of the relationship between service quality and relevant constructs appears to be advantageous as it assists in the development of better managerial decisions. The review of literature is organized in seven sections: 1) defining service quality, 2) dimensions of service quality, 3) perceived service quality, 4) measuring service quality, 5) SERVQUAL, 6) customer satisfaction, and 7) customer loyalty.

Defining Service Quality

The study of service quality in the field of general marketing has evolved into important parameters that need to be identified and understood in order to satisfy the needs and wants of customers (Parasuraman, Zeithaml, and Berry, 1988). These researchers defined service quality as the result of comparing the expectation of service quality and the perception of feelings. That is, the service quality not only includes the

evaluation of the service performances, but also includes the process of service (Parasuraman, Zeithaml, and Berry, 1985, 1988).

Since the success of a business has been linked to providing high levels of service, a substantial amount of effort has been focused on identifying how consumers perceive service quality in various setting. Gronroos (1982) defined service quality as "the outcome of an evaluation process where the consumer compares his expectations with the service he perceived he has received." In other words, perceived service is measured against expected service. Service quality has been seen as the result of comparing a customer's expectations prior to receiving the service with the customer's experiences with the service. Wyckoff (1984) defined the concept of service quality from the company's perspective. Service quality is the degree of excellence for meeting the customer's requirements, and control over the variability in achieving that excellence.

According to Sherden (1988), service quality is defined as a relationship between a customer and the particular employee with whom the customer is dealing. Although the actual level of service quality is developed in the employee-customer relationship, management must ensure that customers' experiences are in line with their expectations. Lovelock (1991) defined the characteristics of service quality were as follows: a) that which is delivered is a performance, b) the customer is involved in production, c) other customers are often similarly involved in production (e.g., a theater), d) quality control can only be performed during delivery, e) service cannot be inventoried, f) deliver is "realtime", and g) distribution channels are nonexistent or compressed.

As discussed earlier, there has been no consensus in defining service quality among researchers engaged in the study of service quality. However, the definitions discussed here may provide the basis for understanding the concept of service quality.

Dimension of Service Quality

Examining service quality and its relationship with relevant constructs not only requires recognition of essential dimensions of service quality, but also identification of dimensions that are most meaningful to the customers in measuring the overall satisfaction. Therefore, having a better understanding of service quality is associated with considering various dimensions of service quality. Service quality dimensions or attributes are those attributes that contribute to the creation of consumer expectations and perceptions of service quality (Jennifer, 1998).

Service Quality called "SERVQUAL" is an instrument for measuring the gap between the services." Therefore, consumers think should be provided and what they think actually has been provided. Parasuraman, Zeithaml, and Berry (1985, 1988) initially ten attributes, which they regard as essential to the quality of all services. These ten dimensions were tangibles, reliability, responsiveness, communication, credibility, security, competence, courtesy, understanding/knowing the customer, and access. These ten dimensions and their descriptions served as the basic structure of the service quality domain from which items were derived for the SERVQUAL scale (Table 2).

Table 2

Ten Dimensions of Service Quality

Dimensions	Descriptions
Tangibles:	include the physical evidence of the service: physical facilities, appearance of personnel, tools or equipment used to provide the service, physical representation of the service, other customers in the service facility.
Reliability:	involves consistency of performance and dependability: accuracy in billing, keeping records correctly, performing the service at the designated time.
Responsiveness:	concerns the willingness or readiness of employees to provide service. It involves timeliness of service: mailing a transaction slip immediately, calling the customer back quickly, and giving prompt service.
Communication:	means keeping customers informed in language they can understand and listening to them. It involves explaining the service itself, explaining how much the service will cost, explaining the trade-offs between service and cost, assuring the consumer that a problem will be handled.
Credibility:	involves trustworthiness, believability, honesty. It involves having the customer's best interests at heart. Contributing to credibility are company name, company reputation, personal characteristics of the contact personal.
Security:	is the freedom from danger, risk, or doubt. It involves physical safety, financial security, and confidentiality.
Competence:	means possession of the required skills and knowledge to perform the service. It involves knowledge and skill of the contact personnel, knowledge and skill of operational support personnel, research capability of the organization.
Courtesy:	involves politeness, respect, consideration, and friendliness of contact personnel. It includes consideration for the consumer's property, clean and neat appearance of public contact personnel.
Understanding/Knowing the Customers:	involves making the effort to understand the customer's needs. It involves learning the customer's specific requirements, providing individualized attention, recognizing the regular customer.
Access:	involves approachability and sense of contact. It means the service is easily accessible by telephone, waiting time to receive service, convenient hours of operation, and convenient location of service facility.

Note. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implication for Future Research. *Journal of Marketing, 49*(3), 25-46.

Parasuraman, Zeithaml, and Berry (1985) found that the criteria used by consumers in assessing service quality fit ten potentially overlapping dimensions. The study involved in-depth interviews with executives from large firms in four selected segments---appliance repair and maintenance, long-distance telephone, retail banking, and credit cards, plus focus group interviews with customers of these services. It varied along key dimensions appropriate in the categorization of services.

Parasuraman, Zeithaml, and Berry (1988) suggested SERVQUAL's five dimensions framework of service quality (three original and two combined dimensions) that encompasses tangibles, reliability, responsiveness, assurance, and empathy to analyze service quality. The last two dimensions (assurance and empathy) contain items representing seven original dimensions---communication, credibility, security, competence, courtesy, understanding/knowing customers, and access ---that did not remain distinct after the two stages of scale purification. The SERVQUAL instrument consists of five dimensions and separates with two sets of twenty-two item statements for the "expectation" and "perception" sections of the questionnaire (Table 3).

Table 3

Five Dimensions of Service Quality

Dimensions	Items
Tangibles:	Physical facilities, equipment, and appearance of personnel
	1. Modern equipment.
	2. Visually appealing facilities.
	3. Employees who have a neat, professional appearance
	4. Visually appealing materials associated with the service
Reliability:	Ability to perform the promised service dependably and accurately
	5. Providing services as promised.
	6. Dependability in handling customers' service problems.
	7. Performing service right the first time.
	8. Providing services at the promised time.
	9. Maintaining error-free records.
Responsiveness:	Willingness to help customers and provide prompt service
	10. Keeping customers informed about when services will be performed.
	11. Prompt service to customers.
	12. Willingness to help customer
	13. Readiness to respond to customers' requests.
Assurance:	Knowledge and courtesy of employees and their ability to inspire trust and confidence
	14. Employees who instill confidence in customers.
	15. Making customers feel safe in their transactions.
	16. Employees who are consistently courteous.
	17. Employees who have the knowledge to answer customer questions
Empathy:	Caring, individualized attention the firm provides its customers
	18. Giving customers individual attention.
	19. Employees who deal with customers in a caring fashion.
	20. Having the customer's best interest at heart.
	21. Employees who understand the needs of their customers.
	22. Convenient business hours.

Note. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing, 64*(1), 12-40.

The researchers also proposed that service is best measured as the perceived "gap" between customers' expectations and the actual service they receive. There are two crucial key elements: expectation and perception. The satisfaction literature stated that customers entertain *expectations* of performance on the service dimensions, observe performance and *perceptions* of performance. These two key concepts are compared through difference scores or "gaps." In the conceptual work by Zeithaml and her colleagues, the gap between predictive expectations and perceptions of performance is defined as satisfaction. The gap of service quality can be done using a style of questionnaire known as "SERVQUAL", in which service customers are asked to scale first the quality *expected* from the particular service and then the perceived quality of the *actual* service performance. According to Parasuraman, Zeithaml, and Berry (1993) stated that the actual service quality may be calculated by subtracting the expectation score from the performance score.

Perceived Service Quality

According to Parasuraman, Berry, and Zeithaml (1985, 1988), perceived service quality is the result of the consumer's comparison of expected service with the service received. Cronin and Taylor (1992) stated that in measuring perceived service quality, the level of comparison is what a customer should expect: whereas in measures of satisfaction, the appropriate comparison is what a consumer would expect. Teas (1993, 1994) stated that in the services marketing literature, perception are defined as consumers' beliefs concerning the service received or experienced service, and expectations are defined as desires or wants of consumers. Thus, service quality is seen

as the result of comparing a customers' expectation prior to receiving the service with the customers' experiences. If expectations are met or exceed, service quality is perceived to be satisfactory (Liljander and Strandvik, 1993).

Stevens, Knutson, and Patton (1995) stated that perceived service quality is a function of the interaction among three independent variables: normative expectations, predictive expectations, and actual service quality. The lower the expectations the consumers have about what should happen, the better their perceptions of the actual service. In addition, the higher their expectations about what will happen, the better their perceptions of the actual service. There are three ways to improve ways to improve customers' perceptions about service: improve the service, lower the expectations of what should happen, and raise the expectations about what will happen.

Lewis and Klein (1988) stated that perceived service quality will affect consumer satisfaction. The main difference between satisfaction and perceived service quality is that the concept of satisfaction is connected with a specific transaction while service quality is considered to be the consumers' overall evaluation of the service, and resembles the attitude concept. Teas (1993) explain that the confusion between satisfaction and perceived service quality is due to the lack of consensus on the definition and operationalizations of the two constructs.

Zeithaml (1987, 1988) treated perceived quality as a beneficial attribute and distinguished it from price. She defined perceived quality as the consumer's judgment of a product's overall excellence or superiority. Service quality assessments can range from "bad" to "good". It differs from objective quality (as define by, for example, Garvin,

1983 and Hjorth, 1984); it is a form of attitude, related but not equivalent to satisfaction, and results from a comparison of expectations with perceptions of performance.

Heung, Wong, and Qu (2000) stated that in developing the SERVQUAL model, Parasuraman, Zeithaml, and Berry defined perceived service quality as "a global judgment, or attitude, relation to the superiority of the service." However, the service quality should be defined and measured from the customer's perspective (Gavin, 1983; Parasuraman, Zeithaml, and Berry, 1988; Brown and Swartz, 1989). The most widely accepted definition of perceived service quality is that it represents the discrepancy between customers' expectations and their perceptions of the service performance (Lewis and Booms, 1983; Gronroos, 1984; Parasuraman, Zeithaml, and Berry, 1988).

As discussed earlier, a perception of high service quality leads to a firms' success via customer satisfaction. In obtaining a high level of perceived service quality is a positive strategy for attracting higher levels of customer repurchase behavior. Basically, satisfaction is a major outcome of marketing activity and leads to customer loyalty and positive word-of-mouth recommendations concerning the firm's provision of services.

Measuring Service Quality

Delivering superior service quality appears to be a prerequisite for success (Parasuraman, Zeithaml, and Berry, 1988). Interest in the measurement of service quality is understandably high due to the fact that delivering high levels of service quality has been know to be a key to service providers' efforts to position themselves more effectively in the competitive market place (Cronin and Taylor, 1992). In an effort to

explain how customers perceive service quality, SERVQUAL instrument is as a valid measure of service quality. SERVQUAL has been applied in numerous ways to measure service quality within the hotel and restaurant industry. SERVQUAL uses to compare a number of tools for measuring perceived service quality. Augustyn and Ho (1998) concluded the SERVQUAL model was the most useful of those that they examined for defining customer satisfaction.

Sasser, Olsen, and Wyckoff (1978) believed that service quality includes the following seven constructions or attributes: 1) security, 2) consistency, 3) attitude, 4) completeness, 5) condition, 6) availability, and 7) timing. Wyckoff (1984) stated that measuring satisfaction of customers of service organizations is still one of the most subjective and difficult parts of managing service quality. The measurement of customer satisfaction can be achieved from the formal surveys that are carefully examined by controlling the sample.

Parasuraman, Zeithaml, and Berry (1985) announced the concept of service quality; it included the five gaps created by service delivery and communication process between consumer and the service provider. Thus defining the perceived service quality of the consumer as the difference between expected service and perceived service received, called "service quality (Q) = perceived service (P) – expected service (E)". In 1988, Parasuraman and his colleagues considered its benefits and simplication ten service quality attributes into five attributes, establishing the SERVQUAL to be used in the measuring of service quality. This measurement uses the perspective of the consumers to evaluate the expectations of consumers, and the differences of the consumers' perception

performance with other service providers. In the Parasuraman, Zeithaml, and Berry model, the service quality measurement is divided into five dimensions. The SERVQUAL measuring will measure expectations and perceptions of the customers with twenty-two pairs of items designed to capture five dimensions: 1) tangibles, 2) reliability, 3) responsiveness, 4) assurance, and 5) empathy. Each item is assessed on a seven-point Likert scale with 1 = strongly disagree and 7 = strongly agree.

The expectations component of SERVQUAL is a general measure and pertains to customers' normative standards, i.e., the service levels customers believe excellent companies in a sector must deliver. The perceptions component pertains to customers' perceptions of a given company's service within the sector. Parasuraman, Zeithaml, and Berry (1993) stated that if Customer A has a higher SERVQUAL expectation score for the appearance of department stores than does Customer B, it does not necessarily follow higher than would Customer B. The correlation between the SERVQUAL expectations and perceptions may be merely an artifact of both measures appearing on the same instrument (i.e., shared method variance). These researchers study showed that very strong reliabilities for the two components of SERVQUAL were .94 for expectations and .96 for perceptions.

As discussed earlier, service quality is to become a critical element of marketing strategy, and then marketers must be able to measure their customers' perceptions of service quality. In fact, selecting and utilizing a quality assessment tool for measuring service quality in specific service contexts can contribute to the enhancement of service quality. In this part of the literature review, it is necessary to be concerned with the important aspects and development process of outstanding service quality instruments.

SERVQUAL

SERVQUAL is a concise multiple-item scale with good reliability and validity that companies can use to better understand the service expectations and perceptions of their customers (Parasuraman, Zeithaml, and Berry, 1986).

Parasuraman, Zeithaml, and Berry (1985) developed a "comprehensive measurement instrument named SERVQUAL which has been most widely adopted as an instrument to measure the perceptions of service quality." The service quality instrument named SERVQUAL involves the calculation of the differences between expectations and perceptions on five service quality dimensions in service and retailing organizations. Items on the SERVQUAL instrument are assessed on a seven-point Likert scale from "strongly disagree" to "strongly agree."

First stage, the researchers used ten service-quality dimensions (tangibles, reliability, responsiveness, understanding/knowing customers, access, communication, credibility, security, competence, and courtesy), and generated ninety-seven items (approximately ten items per dimension). The two-part questionnaire consisted of a ninety-seven statement expectations part followed by a ninety-seven statement perceptions part. The respondents were instructed to indicate the level of service by using a seven-point Likert scale rated on 1 = strongly disagree to 7 = strongly agree. The researchers used the OBLIMIN procedure in SPSS-X to delete the intercorrelations among the dimensions and to facilitate easy interpretation. The deletion of certain items and the final resulted in thirty-seven items representing seven distinct dimensions. The five of the original ten dimensions—tangibles, reliability, responsiveness, understanding/knowing customers, and access remained distinct. The remaining five

dimensions—communication, credibility, security, competence, and courtesy—collapsed into two distinct dimensions (D4 and D5), each consisting of items from several of the original five dimensions.

During the second stage, the researchers used seven dimensions and generated a thirty-seven items scale to measure the service quality of the four firms. Data was collected pertaining to the service quality of four service types: a bank, a credit-card company, a firm offering appliance repair and maintenance services, and a long-distance telephone company. The researchers surveyed 200 customers and a seven-point Likert scale (1 = strongly disagree to 7 = strongly agree) was used to rate the service quality attributes. The findings showed that a few items with relatively low item-to-total correlations were deleted by using factor analysis. The final procedure resulted in a refined scale SERVQUAL with twenty-two items spread among five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The last two dimensions (assurance and empathy) contained items representing seven original dimensions—communication, credibility, security, competence, courtesy, understanding/knowing customers, and access.

Mersha and Adlakha (1992) adapted SERVQUAL instrument of Parasuraman, Zeithaml, and Berry (1988) for measuring customer perceptions of service quality in five service types: physician services, retail banking, auto maintenance, colleges/universities, and fast food restaurants. The questionnaire included twelve attributes each of good and poor service quality, and a five-point Likert scale was used to indicate the attributes. The findings showed that the top three attributes for good service were: 1) the knowledge of the service, 2) thoroughness/accuracy, and 3) consistency/reliability. The most three

important attributes for poor service quality were: 1) lack of knowledge about the service, 2) employee indifference or "I don't care" attitude, and 3) reluctance to correct errors.

The findings of this study showed that the good service quality was knowledge of service and the poor service quality was lack of knowledge. For retail banking service, auto-maintenance service, and colleges/universities, respondents considered willingness to correct errors for good service quality and reluctant to correct error for poor service quality. For fast food restaurants, the attribute of good service quality was timely/prompt service and the attribute of poor service quality was not getting help in time/slowness.

Bojanic and Rosen (1994) applied the SERVQUAL instrument to a chain of restaurants in Columbia, South Carolina. The researchers examined the gaps between expectations and actual performance with six dimensions: tangibles, reliability, responsiveness, assurance, knowing the customer, and access. Results showed that the restaurants did well in *knowing the customer*, which had the smallest gap, and was followed by *reliability* and *assurance*. The researchers recommended that restaurants could improve reliability and assurance through total quality management programs and other changes in operations areas, as well as by improving internal marketing and training.

Tomes and Ng (1995) adapted a measurement scale for assessing in-patient perceptions of service quality in an NHS or NHS trust hospital. The researchers adapted SERVQUAL and ten dimensions (Parasuraman, Zeithamal, and Berry, 1985) to apply in hospitals. A total of eight dimensions emerged, six relating to the intangibles (empathy/understanding, relationship between patients and health care staff, dignity, communications, reliability, and courtesy) of hospital care and two covering the tangible

aspects (food and the physical environment). The researchers surveyed 196 patients who were admitted during the survey, and the respondents were asked to rate each of 49 statements on a seven-point Likert scale (ranging from 1 = strongly disagree to 7 = strongly agree). The expectation questionnaire asked patients what they felt hospitals and their staff should do and provide. The same questions formed the basis of the perception questionnaire. The finding showed that the highest expectation was communication and the second expectation was reliability dimension. The highest perception score was relationship between patients and health care staff. However, the finding indicated that the patients' perception was higher than the patients' expectation.

Lee and Hing (1995) adapted the SERVQUAL instrument in measuring and comparing service quality within the two fine dining restaurants: French and Chinese restaurants. The questionnaire contained two parts: expectations of service quality and perceptions of service quality by using five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. The researchers surveyed fifty participants: twenty-five of these participants to assess the service quality of the Chinese restaurant, with the remaining twenty-five assigned the French restaurant. The respondents rated twenty-two statements of service quality on a seven-point Likert scale to indicate their extent of agreement to the given statements. The finding showed that the highest respondents' expectations were assurance and reliability, and the lowest expectation was tangibles for both French and Chinese restaurants. The respondents' perceptions of the service quality dimension of French restaurant were assurance, reliability, and responsiveness being rated the highest respectively. The respondents' perceptions of the service quality of Chinese restaurant were tangibles, reliability, and

Johnson and Mathews (1997) studied the expectation service quality in fast food restaurants and focused on two different types of expectations: shoulds (a normative expectation, influenced by experience) and wills (a predicative expectation, based on experience). The researchers adapted SERVQUAL instrument to measure service quality by using originally ten dimensions of Parasuraman, Zeithaml, and Berry (1985). The first half of the instrument measured should expectations by asking respondents about the sort of quality fast food restaurant (in general) should provide. The second half of the instrument measured will expectations by asking respondents about the service quality they will receive next time they visited one name restaurant (specifically). Zeithaml, Parasuraman, and Berry (1990) stated that the "highest" expectation is always reliability and it must be the most important. However, the results showed that security was the highest service quality dimension of *should* expectation and access was the highest service quality dimension of *will* expectation.

Landrum and Prybutok (2004) adapted SERVQUAL instrument (Parasuraman, Zeithaml, and Berry, 1994) and evaluated to determine how effectively it measured service quality within the information service industry. There were 385 respondents at two US Army Corps of Engineers libraries, twenty-one items in the five dimensions of SERVQUAL were used in questionnaires. Five questions pertained to the tangibles, five for reliability, three for responsiveness, four for assurance, and four for empathy dimensions. The respondents were asked to rate each item on a seven-point Likert scale, ranging from low to high. The finding results indicated that the most important of SERVQUAL dimensions were reliability and responsiveness. The least important dimensions were tangibles and empathy.

Lee and Lin (2005) adapted the research model to examine the relationship among e-service quality dimensions and overall service quality, customer satisfaction, and purchase intentions. The researchers developed instrument dimensions of e-service quality through modifying the SERVQUAL model to measure the customer perception of online shopping affect overall service quality, customer satisfaction, and purchase intentions. The dimensions of e-service quality included web site design, reliability, responsiveness, trust, and personalization. The fifteen items of e-service quality dimensions, overall service quality, customer satisfaction, and purchase intentions were measured using a seven-point Likert scale (ranging from 1 = strongly disagree to 7 = strongly agree). The 305 questionnaires were distributed to senior year undergraduate students taking the course on e-commerce at St. John's and St. Mary's Institute of Technology. The results showed that trust had the most strongly affected overall service quality and customer satisfaction for online stores. Second, the reliability dimension was a significant predictor of overall service quality, customer satisfaction, and purchase intentions in online shopping. Third, the responsiveness dimension had mildly affected overall service quality and customer satisfaction for online stores. Fourth, the web site design had only a minor effect on overall service quality and customer satisfaction for online stores. Fifth, the personalization was not a significant predictor of overall service quality and customer satisfaction for online stores.

Lau, Akbar, and Fie (2005) assessed the expectations and perceptions of service quality in Malaysia's four and five stars hotels by applying a modified version of the SERVQUAL model. The researchers also examined the relationship between overall satisfaction levels and the five service quality dimensions: tangibles, reliability,

responsiveness, assurance, and empathy. The researchers surveyed 300 hotel customers, used twenty-five hotel attributes instead of the original twenty-two items SERVQUAL questionnaire (Parasuraman, Zeithaml, and Berry, 1988), and a seven-point Likert scale was used in questionnaires. The SERVQUAL questionnaires were used to identify and analyze the gaps between expectations and perceptions of hotel customers. The results revealed that hotel customers' perceptions were consistently not meeting their expectations and tangibles dimension was the utmost importance for both four and five stars hotels.

Yu, Chang, and Huang (2006) explored the relationship among service quality, customer satisfaction and loyalty of leisure industry to provide operators with a reference to improve their quality. The researchers adapted SERVQUAL scale of Parasuraman, Zeithaml, and Berry, (1988) as the basis of service quality questionnaires in the leisure industry. There were twenty-one questions in the questionnaires, and five dimensions of SERVQUAL: tangibles, reliability, responsiveness, assurance, and empathy. The researchers surveyed 200 visitors and 182 respondents' valid and usable questionnaires. The finding results showed that three dimensions of SERVQUAL: tangibles, reliability, and assurance represented the contents of service quality of leisure industry and clearly related to loyalty. There were significant correlation between all dimensions of service quality of leisure industry and overall customer satisfaction. The results also showed that there were significant correlation between overall customer satisfaction and loyalty.

Table 4

Summarized Literature Review of SERVQUAL

Authors	Industry	Instrument	Dimensions/ Attributes	Finding Results
Yu, Chang, and Huang (2006)	Leisure Industry	SERVQUAL	Five dimensions: tangibles reliability responsiveness assurance empathy 21 attributes	Tangibles, reliability, and assurance represented the contents of service quality and related to loyalty. Significant correlation between overall customer satisfaction and loyalty.
Lau, Akbar, and Fie (2005)	Hotel Industry	SERVQUAL	Five dimensions: tangibles reliability responsiveness assurance empathy 25 attributes	Tangibles dimension was the most importance perception of customers.
Lee and Lin (2005)	E-Service Industry	SERVQUAL	Five dimensions: website design reliability responsiveness trust personalization 15 attributes	Trust, reliability, responsiveness, and website design had affected overall service quality and customer satisfaction in online. Personalization was not a significant predicted of overall service quality and customer satisfaction for online stores.
Landrum and Prybutok (2004)	Information Service Industry	SERVQUAL	Five dimensions: tangibles reliability responsiveness assurance empathy 21 attributes	Reliability and responsiveness were the most important of SERVQUAL. Tangibles and empathy were the least important of SERVQUAL

Authors	Industry	Instrument	Dimensions/ Attributes	Finding Results
Johnson and Mathews (1997)	Fast Food Restaurants	SERVQUAL	Ten dimensions: tangibles reliability responsiveness communication credibility security competence courtesy understanding/ knowing the customer access	Security was the highest service quality dimension of *should* expectation. Access was the highest service quality dimension of *will* expectation.
Lee and Hing (1995)	Fine Dining Restaurants	SERVQUAL	Five dimensions: tangibles reliability responsiveness assurance empathy 22 attributes	The respondents' perceptions of the service quality dimension of French restaurant were assurance, reliability, and responsiveness respectively. The respondents' perceptions of service quality of Chinese restaurant were tangibles, reliability, and assurance dimension respectively.
Tomes and Ng (1995)	Hospital Industry	SERVQUAL	Eight dimensions: empathy understanding relationship between patients and health care staff dignity communication reliability courtesy food physical environment 49 attributes	The highest expectation was communication and the second expectation was reliability dimension. The highest perception score was relationship between patients and health care staff. The patients' perception was higher than the patients' expectation.

Authors	Industry	Instrument	Dimensions/ Attributes	Finding Results
Bojanic and Rosen (1994)	Chain Restaurants	SERVQUAL	Six dimensions: tangibles reliability responsiveness assurance knowing the customer access	The results showed that knowing the customer had the smallest gap, and followed by reliability and assurance.
Mersha and Adlakha (1992)	Five Service Types: physician services, retail banking, auto maintenance, colleges, fast food restaurant	SERVQUAL	Five dimensions: tangibles reliability responsiveness assurance empathy 12 attributes	The finding results showed that the top three attributes for good service were: 1) the knowledge of the service, 2) thoroughness/ accuracy, and 3) consistency/ reliability. The most three important attributes for poor service quality were: 1) lack of knowledge about the service, 2) employee indifference, and 3) reluctance to correct errors.
Parasuraman, Zeithaml, and Berry (1988)	Four Service Types: a bank, a credit card company, appliance repair maintenance services, long distance telephone company	SERVQUAL	Ten dimensions: tangibles reliability responsiveness communication credibility security competence courtesy understand/knowing the customer access 97 attributes Seven dimensions 37 attributes	First stage: The deletion of certain items and the final resulted was 34 items representing seven dimensions. Second stage: The final procedure resulted in refined scale SERQUAL with 22 items spread among five dimensions: tangibles, reliability, responsiveness, assurance, and empathy.

The previous section presented the relevant research and explained the concepts of SERVQUAL instrument. SERVQUAL has been adapted to measure customers' perceptions of service quality in a variety of setting. SERVQUAL literatures emphasize the idea that customers make a comparison between the performance of the product or service and some standard. The SERVQUAL literature has been maintained that the distinction between perceive quality and satisfaction is that they use different standards of comparison (Parasuraman, Zeithaml, and Berry, 1988).

Customer Satisfaction

It has been believed that higher levels of customer satisfaction may result in higher levels of repurchase. According to Oliver (1997), repeat purchasing is essential to a continued stream of profitability through achieving higher levels of customer satisfaction. Satisfaction can be defined as "the consumer's fulfillment response. It has been a judgment that a product or service feature, or the product or service itself, provides (or is providing) a pleasurable level of consumption-related fulfillment, including levels of underfulfilment or overfulfilment" (Oliver, 1996, p. 14). The concept of consumer satisfaction occupies a central position in marketing thought and practice. Conceptually, satisfaction is an outcome of purchase and use results from the buyer's comparison of the rewards and costs of the purchase in relation to the anticipated consequences. Operationally, satisfaction is similar to attitude in that it can be assessed as the sum of the satisfactions with the various attributes of the product or service.

LaTour and Peat (1979) asserted that the primary distinction between satisfaction and attitude derived from temporal positioning: attitude was positioned as a predecision construct and satisfaction was a postdecision construct. Satisfaction has been defined as "an overall evaluation of performance based on all prior experiences with a firm." Since the early 1970s, the volume of consumer satisfaction research has been impressive. Numerous theoretical structures have been proposed to examine the antecedents of satisfaction and develop meaningful measures of the construct. The vast majority of these studies have used some variant of the disconfirmation paradigm, which holds that satisfaction is related to the size and direction of the disconfirmation experience, where disconfirmation is related to the person's initial expectation. More specifically, an individual's expectations are: 1) confirmed when a product performs as expected, 2) negatively disconfirmed when the product performs more poorly than expected, and 3) positively disconfirmed when the product performs better than expected. Dissatisfaction resulted when a subject's expectations are negatively disconfirmed.

Marketing researchers have proposed that the benefits of increased customer satisfaction come in two basic forms: the improved ability of the firm to attract new customers and the ability of the firm to maintain repeat customers (Rust, Zahorik, and Keiningham, 1995). Fornell (1992) suggested the following benefits associated with high customer satisfaction:

1. Increased loyalty of current customers from competitive efforts.
2. Lower costs of future transactions: A firm with high customer retention does not need to spend as much to acquire new customers each period.

3. Reduced failure costs: High customer satisfaction reduces resources devoted to handling returns, reworking defective items, and processing complaints.
4. Lower costs of attracting new customers: Satisfied customers are more likely to engage in positive word of mouth and are less likely to engage in damaging negative word of mouth.
5. Reduce price elasticity: Satisfied customers are more willing to pay for the benefits they receive; they are more likely to be tolerant of increases in price.
6. Enhanced reputation for the firm: This can aid in introducing new products by providing instant awareness and lowering the buyer's risk of trial.

Therefore, if managers or administrators working in service-based organizations are able to identify how components of a product or service affect customer satisfaction of their customers, they may be able to provide their customers with a better customer experience to maximize customers 'satisfaction.

Service Quality and Customer Satisfaction

The service literature has been contributed to the confusion over the relationship between consumer satisfaction and service quality. The most important that service providers need to know are how their objectives meet or exceed the customers' satisfaction with their performance. The importance of this issue has been led to several recent efforts to clarify the relationship between satisfaction and service quality. The SERVQUAL measurement tool suggests that a consumer's perception of service quality involves the difference between his or her expectations about the performance of a general class of service providers and his or her assessment of the actual performance of

a specific firm within that class. SERVQUAL confounds customer satisfaction and customer attitude. In contrast, the SERVPERF version of the original SERVQUAL scale only concerns performance.

Common dimensions of satisfaction with a service include service quality, product quality, price, and location. The theory suggest that the "people factor" (i.e., service quality), in terms of tangibility, reliability, responsiveness, assurance, and empathy, may be the most salient in determining overall satisfaction and repeated purchasing in service industries.

Parasuraman, Zeithaml, and Berry (1988) conceptualized perceived service quality as a long-run overall evaluation about a service, whereas satisfaction was a transaction-specific evaluation. Based on these conceptualizations, they posited that incidents of satisfaction over time result in perceptions of service quality. Other researchers supported the argument that customer satisfaction leads to service quality. For example, Bitner (1990) developed a model of service encounter evaluation and empirically supported the effect of satisfaction on service quality. Bolton and Drew (1991b) also proposed that satisfaction leads to service quality.

Cronin and Taylor (1992) reported that in their structural analysis for the causal relations among satisfaction, overall service quality, and purchase intention, the coefficients of path for service quality, satisfaction, and purchase intention appeared to be all significant while the coefficients of path for satisfaction, service quality, purchase intention were insignificant.

Spreng and MacKoy (1996) also studied the relationship between service quality and satisfaction based on their modified Oliver's (1993) satisfaction/service quality model. Their modified model fitted the data well where service quality was hypothesized to influence satisfaction. In their study, the path coefficient between two constructs appeared to be significant ($t = 9.4$). Woodside, Frey, and Daly (1989) supported the causal relation of service quality and satisfaction with data collected in area of health care. Several researchers stated that overall service quality is determined only by the customer's perception of a service, rather than the difference between the customer's expectation and actual service performance.

Ruyter, Bloemer, and Pascal (1997) modified the SERVQUAL scale and empirically tested the health care service of chiropractic care, attempting to determine the relationship between service quality and customer satisfaction. The results suggested that service quality should be treated as an antecedent of customer satisfaction. Moreover, Cronin and Taylor's (1992) investigation on banking industry, insecticidal companies, cleaners, and fast food restaurants indicated that service quality was the determinant of customer satisfaction. Service quality had great impacts on purchase intentions as well.

Lee, Lee, and Yoo (2000) believed that performance-based measures of service quality explain more of the variation in the service quality than does the difference between expectation and performance. Service mangers should therefore emphasize the performance perceived by customers, rather than the difference between perceived performance and customers' prior expectation. The researchers investigated performance-based measures through a survey of customers at an entertainment park, an aerobic school, and an investment-consulting firm. The entertainment park was an

example of a facility and equipment-based firm and the aerobic school and investment-consulting firm were people-based. The researchers concluded that providers of equipment and facility-based services should check and renovate their facilities and equipment continuously, in order to improve customers' perceptions of service quality. In contrast, responsiveness was a factor closely linked with the behavior of company employees and was a more important factor in the people-based service. The researchers claimed, "Perceived service quality leads to customer satisfaction that service quality is an antecedent of customer satisfaction and that customer satisfaction has more influence on the intention to buy a service than does service quality."

As discussed earlier, both service quality and satisfaction literature emphasize the idea that customers make a comparison between the performance of the product or service and some standard. The service quality literature has maintained that the distinction between perceived quality and satisfaction is that they use different standards of comparison.

Customer Loyalty

The significance of service quality and customer satisfaction has been gained a substantial amount of attention from both managers and academic researchers interested in explaining key variables like word-of-mouth endorsements, repurchase intentions, brand loyalty, and profitability. One of the focuses of the present study has been associated with customer loyalty, which has been received attention from academic scholars in the foodservice business. Loyalty has been defined as " a deeply held commitment to rebuy or repatronize a preferred product or service consistently in the

future, thereby causing repetitive same-brand-set purchasing, despite situational influences' and marketing efforts' having the potential to cause switching behavior" (Skogland and Siguaw, 2004). Customer loyalty consists of both an attitudinal commitment to the relationship, such as price insensitivity, and other, more over loyalty behavior, such as positive word-of-mouth and repeat patronage (Oliver, 1999). Customer satisfaction is a prerequisite for loyalty, but is not sufficient condition on which own to automatically lead to repeat purchases or brand loyalty (Bloemer and Kasper, 1995).

Customer loyalty has been defined as "the feeling of attachment to, or affection for a company's people, products or services" (Jones and Sasser, 1995). These researchers emphasized a distinction between completely satisfied customers and satisfied customers. The finding illustrated that fully satisfied customers were significantly more likely to repurchase company's products than simply satisfied customers were.

The marketing literature suggests that customer loyalty can be defined in two distinct ways (Jacoby and Kyner, 1973). These are described as the "behavioral approach" and the "attitude approach." The behavioral approach, customer loyalty has been defined as "inclined to provide positive word-of-mouth, willing to tell others of your experiences, and willing to be a reference for the product." On the other hand, the attitude approach, customer loyalty has been defined as "increase the number of products, expand the range in brands of products, and expand the frequency of purchases

Oh and Parks (1997) also provided a review supporting a positive relationship among satisfaction, repurchase intention, and word-of-mouth. Bojanic (1996) found a strong positive association between customer value and satisfaction in four lodging

markets segmented by price. Fornell, Johnson, and Anderson (1996) also support a positive influence of perceived value on customer satisfaction. Perceived value is expected to explain both repurchase intention and word-of-mouth endorsements directly, in addition, to its influence on word-of-mouth through customer satisfaction and repurchase intention (Dodds and Monroe, 1985; Dodds, Monroe, and Grewal, 1991).

From the customer loyalty literature, the primary underlying assumption regarding repurchase intentions of customers has been linked to the belief that customer satisfaction and/or service quality perceptions positively affect behavioral intention of customers. The more likely customers are satisfied with the service or product; they are more likely to repurchase the service or product.

Customer Satisfaction and Customer Loyalty

Enhancing the level of service quality resulting in higher levels of customer satisfaction has been identified as a key strategy for service providers. Increasingly, attention has been paid to the concept of customer satisfaction as a corporate goal among academics and business practitioners (Rust & Oliver, 1994). According to Mullin, Hardy, and Sutton (200), satisfaction is a major outcome of marketing processes that culminate in purchase, and satisfaction is also thought to contribute to post-purchasing phenomena such as word-of-mouth communication, repurchase intention, and brand loyalty.

Gronholdt, Martensen, and Kristensen (2000) administered a study on sixty companies and found that customer satisfaction would have significant impacts on customer loyalty. Bowen and Chen (2001) focused on the hotel industry to examine the

relationship between customer satisfaction and customer loyalty. The results showed a slight increase in customer satisfaction would highly improve customer loyalty. Hence, customer satisfaction was inferred to have great impacts on customer loyalty. Moreover, Tam (2004) established an integrated framework of service quality, customer satisfaction, and perceived value, suggesting that customer satisfaction and perceived value have significant influences on customers' future purchase behaviors. Anderson and Sullivan (1993) believed that customer satisfaction positively influenced repurchase intentions. Repurchase intentions is considered a possible outcome of customer loyalty.

Jones and Sasser (1995) stated that customer loyalty is "a feeling of attachment to or affection for a company's people, products, or services." Customer loyalty is often referred to as a purchase behavior, unlike customer satisfaction, which is an attitude (Griffin, 1996). Repurchase behavior is a form of loyalty. Customer loyalty, a key mediating variable in explaining customer retention (Pritchard and Howard, 1997), is concerned with the likelihood of a customer returning, making business referrals, providing strong word-of-mouth, as well as providing references and publicity (Bowen and Showemaker, 1998). Although most research on loyalty has focused on frequently purchased package goods (brand loyalty), the loyalty concept is also important for industrial goods (vendor loyalty), services (service loyalty), and retail establishment (store loyalty) (Dick and Basu, 1994).

Prior research has shown that one's emotions have an influence on behavior, and that one responds to an event in certain ways to maintain positive emotions (i.e. happiness) and to avoid negative emotions (i.e. depression) (Strauss and Neuhaus, 1997). Oliver, Rust, and Varki (1997) found that positive emotion led to higher levels of

customer satisfaction and increased repurchase intentions. On the other hand, Andreasen (1999) found that initial negative emotion caused by a service failure results in customer exit behavior. Dick and Basu (1994) posited that true loyalty only exists when repeat patronage coexists with a high relative positive attitude. In addition to attitude, it has been argued that loyalty may also be based on cognition (Lee and Zeiss, 1980; Oliver, 1980).

Chapter Summary

In this chapter, literature related to service quality, customer satisfaction, and customer loyalty has been reviewed. As reported in many academic publications, the nature of the relationships among service quality, customer satisfaction, and customer loyalty may depend on the specific service context. Moreover, the causal relationship among service quality, customer satisfaction, and customer loyalty has been identified differently in each conceptual construct.

The next chapter will describe the research methods used in this study. It will be included population, sampling and sample size, instruments and their reliability and validity, research design, data collection, and data analysis.

CHAPTER III

METHODOLOGY

The present study was designed to explore the service quality of customer satisfaction and customer loyalty for consumers of casual dining restaurants in Phuket, Thailand. This chapter provided a discussion on the research methodology used to conduct the study. It has been organized in the following manner: 1) Population, 2) Sampling and Sample Size, 3) Instruments and Their Reliability and Validity, 4) Research Design, 5) Data Collection, and 6) Data Analysis.

Population

The total number of casual dining restaurants in Phuket is twenty-one casual dining restaurants (Phuket Dining Guide, 2006). A casual dining restaurant is a restaurant that serves moderately priced food in a casual atmosphere. Casual dining restaurants typically provide table service, serve beer or wine with meals, and provide them in a bar if the restaurant has it. In Phuket, the average menu price at a casual dining restaurant usually from 80 baht to 300 baht (US $ 1 = 40 Baht). Population samples were collected from all customers who dined in four casual dining restaurants (Thai, Japanese, Italian, and Mediterranean) based on cuisine type, atmosphere, and menu price.

Sampling and Sample Size

The sample population in the study was 537 customers who dined in four casual dining restaurants (Japanese, Thai, Italian, and Mediterranean) between 5:00 p.m. to 11:00 p.m. during July 1 to 31, 2006. The researcher used the random sample of every fifth Thai and every fifth international customer for 125 customers per restaurant. The response rate for the self-administered questionnaire was 98% (500 of 537). Of the questionnaires returned, 500 respondents were usable and each casual dining restaurant was 125 respondents.

The sample size for the study was 500 for ensuring statistical power as suggested by Hair, Anderson, Tatham, and Black, (1998). Regarding the sample size in the factor analysis, the researcher generally would not factor analyze a sample of fewer than fifty observations, and preferably the sample size should be 100 or larger. As a general rule, the minimum sample size is to have at least five times as many observations as there are variables to be analyzed, and the more acceptable size would have a ten-to-one ratio (Hair, Anderson, Tatham, and Black, 1998).

According to Israel (1992), if the population is large, then Israel's equation to yield a representative sample for proportions needs to be used.

$$n_o = \frac{Z^2\sigma^2}{e^2}$$

where,

n_o = sample size

Z = standard error associated with chosen level of confidence (95%)

σ = standard error of overall mean of service quality attributes of pilot study

e = acceptable error ± 10% ($p \leq 0.10$)

The resulting sample size is demonstrated below:

$$n_o = \frac{Z^2\sigma^2}{e^2} = \frac{(1.96)^2(1.06)^2}{(0.10)^2}$$

$$= \frac{(3.84)\,(1.12)}{0.01}$$

$$= \frac{4.30}{0.01} = 430 \text{ customers}$$

Instruments

A self-administered questionnaire was used to examine the relationships between service quality, overall customer satisfaction, and customer loyalty for casual dining restaurants located in Phuket. The questionnaire had four sections: 1) Service Quality Attributes, 2) Overall Service Quality, 3) Customer Satisfaction and Loyalty, and 4) Demographic Profile. All of the statements were rated on seven-point Likert scale, ranging from -3 = extremely less than expected, -2 = less than expected, -1 = somewhat less than expected, 0 = neutral, 1 = somewhat greater than expected, 2 = greater than expected, and 3 = extremely greater than expected.

Pilot Study Instrument

The questionnaire was pretested with a random sample of every fifth Thai and every fifth international customer for thirty customers in casual dining restaurant in Phuket to examine the reliability and validity of questionnaire. The total thirty questionnaires were collected and usable. In order to establish internal consistency among items within each dimension, the internal consistency reliability coefficient

(Cronbach's alpha) was computed for each of the dimensions of the service quality scale and customer loyalty scale after the data were collected.

The results of pilot study would help to refine the full instrument as follows:

1. To select a representative sample from each casual dining restaurant theme
2. To obtain feedback from the respondents as to any confusing statements
3. To clarify correct and revise the questionnaire statements based on the pilot study respondents comments
4. To collect the data and analyze the data using means, standard deviation, and frequency
5. To analyze data by using one-way ANOVA between the service quality variables and demographic profile
6. To determine the standard error that may be used in the sample population formulation: $n_o = \frac{Z^2\sigma^2}{e^2}$
7. To recalculate the actual sample size

Reliability and Validity of Service Quality

Within the hospitality industry, in particular, the restaurant business, the SERVQUAL instrument was well adapted and many different researchers had evaluated its applications. Parasuraman, Zeithaml, and Berry (1988) developed the SERVQUAL instrument from ten dimensions to five dimensions of service quality in four service firms: bank, credit card, repair and maintenance, and long-distance telephone. Four questions pertained to the tangibles, five for reliability, four for responsiveness, four for assurance, and five for empathy dimensions. The researchers performed rigorous

pretesting, validation, and reliability computations across four service firms. The researchers reported reliability coefficients (Cronbach's alpha) of five dimensions was 0.72, 0.83, 0.82, 0.81, 0.86 for tangibles, reliability, responsiveness, assurance, and empathy, respectively. Moreover, the total scale reliability (overall Cronbach's alpha) was 0.92. According to Nunnally (1967), coefficients greater than or equal to 0.50 are generally acceptable and are a good indication of construct reliability. An alpha value of at least 0.70 should be considered acceptable as the minimum estimate of reliability for basic research.

Dabholkar, Shepherd, and Thorpe (2000) employed a four-item overall service quality scale. Customers were asked to indicate their feelings on the following seven-point Likert scale in terms of service deliver, retail store XYZ: "Has an excellent overall service"; "Has a service of very high quality"; "Provides a high standard of service', and "Delivers superior service in every way". Cronbach's alpha coefficient of reliability for this component measure of overall service quality was 0.96.

Cronin and Taylor (1992) provided evidence of reliability and validity for the SERVPERF instrument by assessing the reliability (Cronbach's alpha) of the SERVPERF instrument in comparison with that of the SERVQUAL instrument. Reliability values of the SERVPERF instrument for each of four different types of service firms including banks, pest control, dry cleaning, and fast food companies were reported ranging from 0.88 to 0.96. According to Nunnally and Berstein (1994), an internal consistency greater than 0.70 is reasonably reliable. Karatepe and Avci (2002) who utilized the SERVPERF instrument reported that the coefficient alpha for SERVPERF was 0.96.

Reliability and Validity of Customer Satisfaction

Oliver (1981) explained the construct of customer satisfaction as the "summary psychological state resulting when the emotion surrounding disconfirmed expectation is coupled with the consumer's prior feelings about the consumption experiences". This definition presents customer satisfaction as an overall feeling or emotion derived from a consumer's evaluation of service quality

Reynolds and Beatty (1999) adopted the measure to capture emotional satisfaction. The customers were asked to indicate their feelings with respect to shopping at retail store XYZ on a seven-point Likert scale along measures of emotions such as: "pleased/displeased"; "unhappy/happy"; "disgusted/contented", and "enjoyable/frustrating". The composite reliability coefficient for the emotional satisfaction measure was 0.86.

Chang (1998) developed the service quality in fitness services (SQFS) scale and provided evidence of its reliability. In the process of developing the scales, internal consistency was examined for the items of customer satisfaction. The estimated internal consistency (Cronbach's alpha) of the customer satisfaction with services scale ranged from 0.59 to 0.74 with the significance level at 0.5 (Chang, 1998). According to Nunnally (1967), the mean of the estimated internal consistency value was 0.67 and this was deemed acceptable. To be more specific, Nunnally (1967) suggested that "in the early stages of research on predictor tests or hypothesized measures of a construct, one saves time and energy by working with instruments that have only modest reliability, for which purpose reliabilities of 0.60 or 0.50 will suffice" (p. 226).

Crosby and Stephens (1987) developed and validated the measure of customer satisfaction for a professional service, life insurance, and were used by Eroglu and Machleit (1990). It was a four-item, seven-point semantic differential summated rating scale with Cronbach' s alpha of more than 0.96: "With respect to the quality of dental care I have just received, I am: disgusted/contented, dissatisfied/satisfied, displease/pleased, and I didn't like it at all/I liked it very much." Spreng, MacKenzie, and Olshavky (1996) also measured satisfaction using a seven-point Likert scale: "With respect to the quality of this dental practice, I feel: terrible, unhappy, mostly dissatisfied, mixed mostly satisfied, pleased, delighted".

Reliability and Validity of Customer Loyalty

The share of customer purchases ultimately measures customer loyalty. Other alternative measurements for customer loyalty are future buying intentions and secondary behaviors such as customer referrals, endorsements, and spreading the word (word-of-mouth) (Jones & Sasser, 1995).

Chang (1998) examined the estimated internal consistency of the repurchase intention scale as a way to purify the instrument. The internal consistency values of the repurchase intention scale reported in the development process ranged from 0.57 to 0.74. According to Nunnally (1967), this internal consistency value for the repurchase intention scale would be acceptable. Thus Nunnally suggested that all of Cronbach's alpha coefficients for the scales were greater than 0.60, the scales were deemed acceptable. Moreover, Choi (2001) provided evidence of internal consistency for the repurchase intention scale with a reported Cronbach's alpha of 0.95.

Parasuraman, Zeithaml, and Berry (1994) adopted a four-item customer loyalty scale by using a seven-point Likert scale. Customers were asked to indicate their loyalty towards retail store XYZ along the following: "I say positive things about retail store XYZ to other people", "I recommend retail store XYZ to someone who seeks my advice", "I encourage friends and relatives to shop at retail store XYZ", and "I consider retail store XYZ my first choice in the next few years". The composite reliability alpha of the scale was 0.92.

Research Design

The research method was used in this study was correlation research design. The purpose was to discover the relationship between variables using correlational statistics (r). The correlation coefficient provided a measure of degree and direction of relationship. The square of a correlation coefficient yields the explained variance (r-squared (R^2)). This design was the most appropriate in order to determine properly the relationship of service quality attributes, overall customer satisfaction, and customer loyalty. The design of this study enabled the researcher to answer the research questions.

Data Collection

To initialize the data collection the researcher contacted the owner/manager of the four casual dining restaurants (Japanese, Thai, Italian, and Mediterranean) to obtain approval for conducting the research. The cover letter of the questionnaire explained the purpose of the study to customers (Appendix B). The respondents completed the questionnaire in four parts: 1) service quality attributes, 2) overall service quality,

3) customer satisfaction and loyalty, and 4) demographic profile (Appendix C and Appendix D). The respondents were asked to indicate each statement on a seven-point Likert scale. Data were collected during the period July 1 to 31, 2006.

Data Analysis

A formal coding sheet was designed and used to code all the questions in a systematic way. In order to achieve the stated objectives and to test the hypotheses, various kinds of statistical techniques were employed (Table 5). These techniques included basic descriptive, factor analysis, correlation analysis, multiple regressions analysis, and one-way analysis of variance (ANOVA). Data were entered into the Statistical Package for Social Sciences Windows Version 13.0 (SPSS) program to analyze the findings.

Table 5

Statistical Techniques Employed in This Study

Statistical Techniques Employed	Research Purposes	Hypotheses
Basic Descriptive (means, standard deviations, and frequency)	Examine the distribution of responses	
Factor Analysis	Delete the intercorrelations among the dimensions	
Correlation Analysis	Determine the relationship between service quality factors, overall customer satisfaction, and customer loyalty	Hypothesis 1 Hypothesis 2 Hypothesis 3
Multiple Regression Analysis	To extent service quality factors predict overall customer satisfaction and customer loyalty	Hypothesis 4 Hypothesis 5 Hypothesis 6 Hypothesis 7 Hypothesis 8
One-Way Analysis of Variance (ANOVA)	Test significance of overall service quality factors based on customers' demographic profile (gender, age, dining frequency, per capita expenditures for each meal)	Hypothesis 9 Hypothesis 10 Hypothesis11 Hypothesis 12
Independent-Samples t Test	To compare the mean among Thai and international customers relative to the 30 service quality attributes	
Chi-Square Test	To analyze the relationship between service quality attributes and customers' demographic profiles among Thai and international customers.	

Descriptive Statistics

The data frequencies were analyzed to detect any discrepancy due to data entry errors or missing value. Basic descriptive statistics of means, standard deviations, and frequency examined the distribution of responses.

Factor Analysis

In this study, principal component analysis (factor analysis) was implemented to discover the underlying dimensions of service quality attributes of customers' perception. The criteria for the number of factors to be extracted were based on eigenvalue, percentage of variance, significance of factor loading, and assessment of the structure. Factors with eigenvalue greater than 1 were considered significant. A variable was considered to be of practical significance and included in a factor when its factor loading was equal to or greater than 0.40 (Hair, Anderson, Tatham, and Black, 1998). There were several assumptions used in factor analysis (Hair, Anderson, Tatham, and Black, 1998):

- The anti-image correlation matrix was used to assess the sampling adequacy of each variable.
- Variables with a measure of sampling accuracy that failed below the acceptable level of 0.50 should be excluded from the analysis.
- Barlett's test of sphericity was large and significant, and the Kaiser-Meyer-Olkin measure was greater than 0.60 then factorability was assumed.

Correlation Analysis

In this study, the correlation was used to determine the relationship between service quality attributes, overall customer satisfaction, and customer loyalty (word-of-mouth endorsements and repurchase intention). The correlation was used to test hypothesis 1 through 3 in this study. According to Gay and Airasian (2003), the correlation coefficient indicated the size and direction of a relationship. Pearson Product-Moment Correlation, Pearson's r was used to find relationships among variables. Pearson's r described the degree of linear correlation between two variables.

Multiple Regression Analysis

Multiple regression analysis was used to predict the relationship between service quality attributes (tangibles, reliability, responsiveness, assurance, and empathy), customer satisfaction, and customer loyalty. The result of regression used an equation that represented the best prediction of a dependent variable from several independent variables. In this study, the standard multiple regression was used to test hypothesis 4 through 8. The forms of prediction equations were:

$$Y'_{4(OCS)} = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + \varepsilon$$

$$Y'_{5(WOM)} = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + \varepsilon$$

$$Y'_{6(RI)} = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + \varepsilon$$

$$Y'_{7(WOM)} = a + b_1X_{(CS)} + \varepsilon$$

$$Y'_{8(RI)} = a + b_1X_{(CS)} + \varepsilon$$

where,

Y' = the predicted criterion score (overall customer satisfaction)

Y' = the predicted criterion score (word-of-mouth)

Y' = the predicted criterion score (repurchase intention)

X_1 = service quality factor 1

X_2 = service quality factor 2

X_3 = service quality factor 3

X_4 = service quality factor 4

a = a constant calculated from the scores of all participants

b = a coefficient that indicates the contribution of the predictor variable to the criterion variable

ε = standard error

There were several assumptions used in multiple regression (Pedhazur, 1982):

- The independent variables were assumed to be "fixed".
- The independent variables were assumed to be measured without error.
- The residuals were assumed to be independent and normally distributed with equal variances.
- The criterion and predictor set were assumed to be linearly related.

One-Way Analysis of Variance (ANOVA)

One-way analysis of variance (ANOVA) was used to find the significant difference between service quality attributes, overall customer satisfaction, and customer loyalty (word of mouth and repurchase intention) according to demographic profile of respondents in gender, age, dining frequency, and per capita expenditures for each meal). In this study, one-way analysis of variance was used to test hypothesis 9 through 12.

There were two assumptions in Analysis of Variance (Keppel and Wickens, 1997)

1. Normal distribution - populations from which the samples had been drawn should be normal.
2. Homogeneity of Variance – the scores in each group should have homogeneous variances.

Independent-Samples t Test

Independent-samples t test was used to compare the means among Thai and international customers. In order to compare the responses of Thai and international customers relative to the 30 service quality attributes. The results showed that the test for homogenously of variance was achieved through. The use of Levene test for equality of variance. Since the test is significant ($p < .05$), the researcher rejected the null hypothesis and accepted the alternative hypothesis that the variances are unequal.

Chi-Square Test

Chi-square tests of independence applied to the analysis of the relationship between service quality attributes and customers' demographic profile (gender, age, marital status, dining frequency, and per capita expenditures for each meal) among Thai and international customers. If the Pearson Chi-Square was significance ($p \leq .05$), then concluded that there was a significant difference among Thai and international customers.

Chapter Summary

This chapter has described the study's methodology, population, sampling and sample size, instruments and their reliability and validity, research design, data collection, and data analysis. The sample population in this study was 537 customers who dined in four casual dining restaurants (Japanese, Thai, Italy, and Mediterranean). The research used the random sample of every fifth Thai and every fifth international customer for 125 customers per restaurant. Data analysis techniques used in evaluating the hypotheses included; basic descriptive, factor analysis, correlation analysis, multiple regression analysis, one-way analysis of variance, independent-samples t test, and chi-square. The next chapter will be the results of the hypotheses.

CHAPTER IV

RESULTS

The purpose of this study was to identify the relationship between service quality, overall customer satisfaction, and customer loyalty (word-of-mouth and repurchase intention) in casual dining restaurants in Phuket. This chapter presents an analysis and interpretation of the data and a discussion of the results. For this chapter is comprised of five main sections: 1) Results of Pilot Study 2) Description of the Subjects, 3) Customers' Demographics, 4) Factor Analysis, 5) Reliability of the Instrument, and 6) Results of Hypotheses Testing.

Pilot Study Results

A pilot study with 30 (100%) questionnaires was returned and usable from Thai casual dining restaurant in Phuket. The respondents consisted of 20 Thai (67%) and 10 International (33%). As shown in Table 6, the respondents consisted of 20 female (67%) and 10 male (33%). Among the 30 respondents of the marital status, 14 respondents (47%) were single, 15 respondents were married (50%), and one respondent (3%) was widowed status. The age groups with the most respondents were the age group of 20 to 29 years (40%) and age group of 30 to 39 years (40%). The smallest group of the respondents in age was 40 to 49 years (20%). About 21 respondents (70%) were dining in Thai casual dining restaurant before and nine respondents (30%) were the first time to

dine in. Fifteen respondents (50%) indicated that they had dined in this restaurant once a month, nine respondents (30%) had dined in twice a month, five respondents (17%) had dined in three times a month, and one respondent had dined in over 5 times a month (3%). The majority of respondents spent capita expenditures for each meal were 801- 1200 Baht ($20.01 - $30), 15 respondents (50%) and followed by 400 – 800 Baht ($10 - $20), 12 respondents (40%). Respondents were also asked about the number of people in their party when they were dining in Thai casual dining restaurant. The analysis indicated that 17 respondents (58%) had two people in party, followed by five respondents (17%) had three people in party, and four respondents (13%) had four people in party.

Figure 2

Conceptual Model of Pilot Study

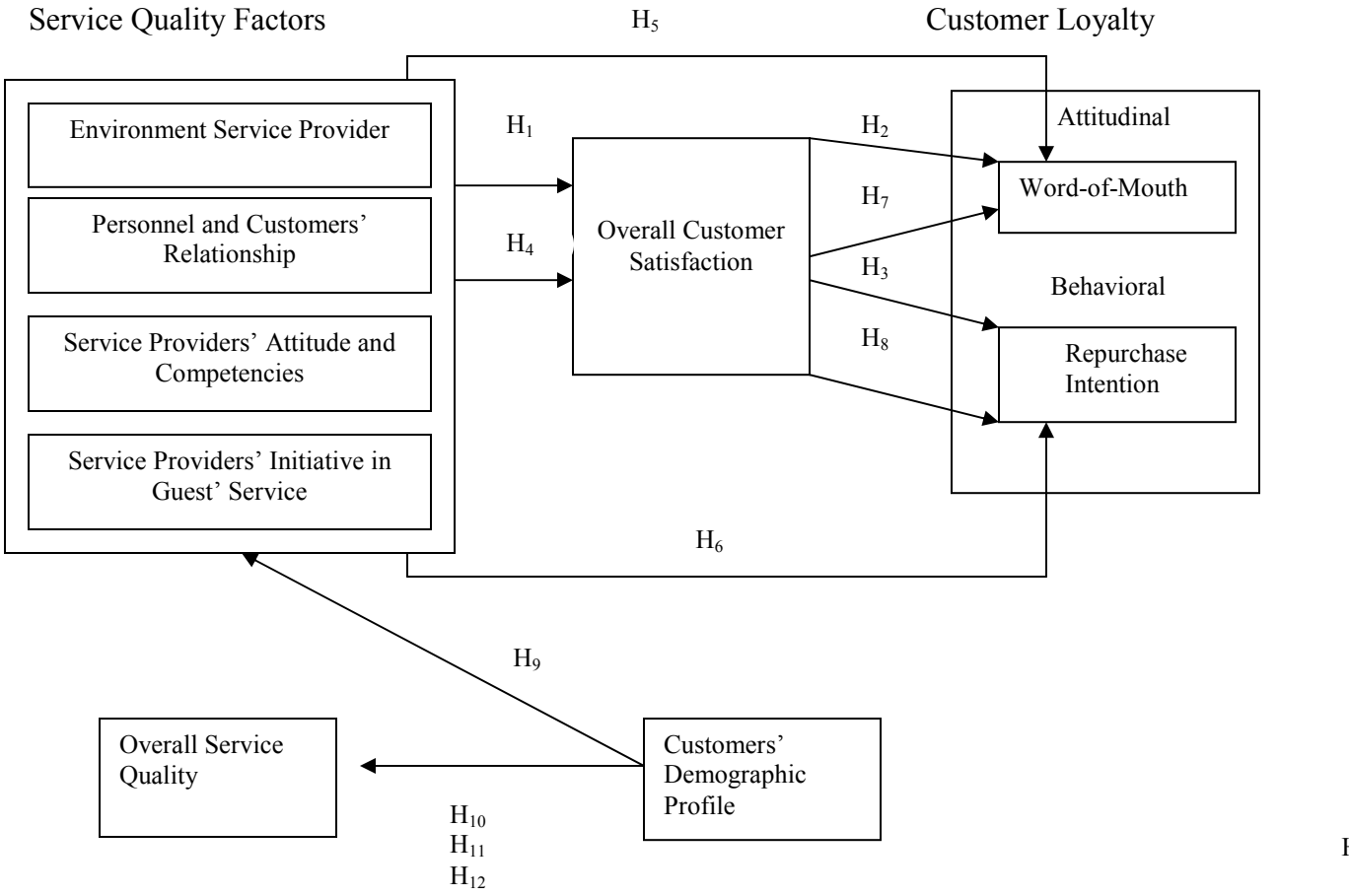


Table 6

Demographic Characteristics of Respondents of Pilot Study

	Frequency	Percent (%)
Gender		
Male	10	33
Female	20	67
Total	30	100
Marital Status		
Single	14	47
Married	15	50
Widowed	1	3
Total	30	100
Age		
20-29 years	12	40
30-39 years	12	40
40-49 years	6	20
Total	30	100
Dine In Before		
Yes	21	70
No	9	30
Total	30	100
Frequency		
1 times	15	50
2 times	9	30
3 times	5	17
Over 5times	1	3
Total	30	100
Per Capita Expenditures for Each Meal (US $1 = 40 Baht)		
Under 400 Baht	1	3
400 – 800 Baht	12	40
801 – 1200 Baht	15	50
1201 – 1600 Baht	2	7
Total	30	100
People in Party		
1	1	3
2	17	58
3	5	17
4	4	13
5	1	3
6	1	3
7	1	3
Total	30	100

This study adapted five dimensions of service quality (tangibles, reliability, responsiveness, assurance, and empathy) of Parasuraman et. al., (1988) and generated thirty items scale to measure the service quality of a casual dining restaurant (Table 7). The present study used factor analysis, correlation analysis, multiple regression analysis, and one-way analysis of variance (ANOVA), and obtained the following results: The researchers used principal component analysis (factor analysis) to delete the intercorrelations among the dimensions and the results were four factors (Figure 2). The first factor was labeled as "Environment Service Provider," contained items representing four original dimensions – tangibles, reliability, responsiveness, and empathy, with fifteen variables and explained 64.62% of the variance in the data, with an eigenvalue of 19.39. The second factor was labeled as "Personnel and Customers' Relationship," contained items representing three original dimensions – reliability, assurance, and empathy. It consisted of six variables and explained 10.08% of the variance in the data, with an eigenvalue of 3.02. The third factor was labeled as "Service Providers' Attitude and Competencies," contained items representing three original dimensions – responsiveness, assurance, and empathy, with six variables and explained 8.08% of the variance in the data, with an eigenvalue of 2.42. Finally, the fourth factor was labeled as "Service Providers' Initiative in Guest's Service," contained items representing empathy dimension, with three variables. The total variance explained was 4.37% and had an eigenvalue of 1.31 (Table 8).

Table 7

Descriptive of Service Quality Attributes

	N	Mean[(a)]	Std. Deviation
Parking is adequate	30	.77	1.357
Dining is clean	30	1.10	1.269
Decor with restaurant image	30	1.40	1.567
Employees are well dressed	30	1.60	1.037
Menu reflects images	30	.83	1.392
Restroom is clean	30	.97	1.159
Service in the time promised	30	.93	1.311
Employees quickly correct	30	1.20	1.324
Service is consistent	30	1.40	1.221
Accurate guest check	30	1.40	1.303
Serve food exactly as you ordered	30	1.20	1.606
Food prices are charged same As in the menu	30	1.03	1.474
Service will be performed	30	1.07	1.388
During busy time has enough employees	30	1.13	1.432
Employees provide quick service	30	.87	1.479
Employees respond promptly	30	1.17	1.367
Willing to help	30	1.40	1.003
Give extra effort	30	.83	1.533
Employees answer questions accurately	30	.73	1.388
Feel comfortable	30	.93	1.230
Employees give information	30	1.53	1.042
Personnel has well trained	30	.83	1.341
Support their employees	30	1.00	1.390
Employees are polite	30	1.27	1.285
Personal attention	30	1.13	1.196
Know your needs	30	1.10	1.296
Operation hours are convenient	30	1.13	1.408
Best interest at heart	30	1.43	1.165
Considers your needs	30	.73	1.701
Valid N (listwise)	30	1.17	1.085

(a) Each item is assessed on seven-point Likert scale from -3 to 3, with, 0 = neutral.

Table 8

Factor Analysis of Pilot Study

Service Quality Attributes	Factor 1 Environment Service Provider	Factor 2 Personnel and Customers' Relationship	Factor 3 Service Providers' Attitude and Competencies	Factor 4 Service Providers' Initiative in Guest's Service	Communalities
Factor 1					
Environment Service Provider					
Décor with restaurant image	.912				.944
Know your needs	.902				.930
During busy time has enough employees	.894				.911
Menu reflects image	.879				.900
Support their employees	.876				.893
Service in the time promised	.796				.949
Feel comfortable	.760				.936
Personal attention	.724				.906
Give extra effort	.720				.940
Serve food exactly as you ordered	.686				.947
Employees provide quick service	.670				.959
Parking is adequate	.645				.908
Personnel has well trained	.630				.924
Service is consistent	.625				.798
Customers feel special	.593				.934
Factor 2					
Personnel and Customers' Relationship					
Accurate guest check		.887			.900
Food prices are charged same as in menu		.844			.916
Dining area is clean		.842			.882
Operation hours are convenient		.786			.909
Employees answer questions accurately		.675			.930
Employees quickly correct		.608			.895
Factor 3					
Service Providers' Attitude and Competencies					
Employees are polite			.835		.926
Employees have your best interest at heart			.826		.928
Service will be performed			.678		.891
Employees respond promptly			.666		.903
Restroom is clean			.663		.877
Employees are well dressed			.596		.781
Factor 4					
Service Providers' Initiative in Guest's Service					
Employees give information				.868	.902
Employees consider your needs				.665	.931
Employees are willing to help				.629	.897
Eigenvalue	19.387	3.023	2.423	1.311	
Variance Explained (%)	64.622	10.075	8.078	4.371	
Cumulative Variance (%)	64.622	74.697	82.775	87.147	
Cronbach's alpha	.980	.949	.939	.878	
Overall Cronbach's alpha .971					

Reliability of the Instrument of Pilot Study

Reliability of the scores for each of the four factors was estimated by calculating Cronbach's alpha coefficient using SPSS Version 13.0. The reliability coefficients for each of the four factors of the service quality scale were as follows: (1) Environment Service Provider (α = .98); (2) Personnel and Customers' Relationship (α = .95); (3) Service Providers' Attitude and Competencies (α = .94); and (4) Service Providers' Initiative in Guest's Service (α = .88). The reliability coefficients consisted of six-item scales measuring the customer loyalty had Cronbach's alpha coefficient of .85. Since all of Cronbach's alpha coefficients for the scales were greater than .60, the scales were deemed acceptable (Nunnally, 1967). The reliability coefficients for the scales utilized in this study were reported in Table 9.

Table 9

Reliability of Each of the Measurements for Pilot Study

Measurement	Factor	Number of Items	Cronbach's Alpha
Service Quality	1) Environment and Service Provider	15	.98
	2) Personnel and Customers' Relationship	6	.95
	3) Service Providers' Attitude and Competencies	6	.94
	4) Service Providers' Initiative in Guest's Service	3	.88
Customer Loyalty		6	.85

Correlation Analysis

In this study, the correlation was used to test hypothesis 1 through 3. The results indicated that hypothesis 1, there was a positive relationship between service quality factors and overall customer satisfaction (Table 10). The factor 1 – Environment Service Provider had the highest correlation (r = .645) in overall customer satisfaction, followed by factor 3 – Service Providers' Attitude and Competencies (r = .510), factor 2 – Personnel and Customers' Relationship (r =.384), and factor 4 – Service Providers' Initiative in Guest's Service (r =.182). Therefore, hypothesis 1, "there is a positive relationship between service quality factors and overall customer satisfaction" was supported.

Past research showed that the correlation of four factors of service quality (assurance, tangibles, reliability, and empathy) had a positive relationship with overall customer satisfaction. The assurance had the highest correlation (r = .591), followed by tangibles (r = .530), reliability (r = .541), and empathy (r = .275) (Kim, 2005). Therefore, hypothesis 1 was supported and agreed with previous research.

Table 10

Correlation between Service Quality Factors and Overall Customer Satisfaction

	Factor 1 Environment and Service Provider	Factor 3 Service Providers' Attitude and Competencies	Factor 2 Personnel and Customers' Relationship	Factor 4 Service Providers Initiative in Guest's Service
Factor 1	1.000			
Factor 3	.000	1.000		
Factor 2	.000	.000	1.000	
Factor 4	.000	.000	.000	1.000
Overall customer satisfaction	.645	.510	.384	.182

* Correlation is significant at the 0.01 level (2-tailed).

As shown in Table 11, the result of hypothesis 2, there was a positive relationship between overall customer satisfaction and word-of-mouth endorsements (r = .838). Therefore, hypothesis 2, "there is a positive relationship between overall customer satisfaction and word-of-mouth endorsements" was supported. Moreover, the result of hypothesis 3 indicated that there was a positive relationship between overall customer satisfaction and repurchase intention (r = .867). Therefore, hypothesis 3, "there is a positive relationship between overall customer satisfaction and repurchase intention" was supported.

Table 11

Correlation between Overall Customer Satisfaction and Customer Loyalty (Word- of-Mouth Endorsements and Repurchase Intention)

	Overall Satisfaction	Word-of-Mouth	Repurchase Intention
Overall Satisfaction	1.000		
Word-of-Mouth	.838	1.000	
Repurchase Intention	.867	.774	1.000

* Correlation is significant at the 0.01 level (2-tailed).

Regression Analysis

As shown in Table 12, the regression model considered overall customer satisfaction to be dependent variable and the four factors of service quality to be independent variables. The standard (simultaneous) model, all independent variables

(four factors of service quality) entered and utilized for 30 respondents. The result of hypothesis 4 indicated that service quality factors had positive impact on overall customer satisfaction. The results of the regression model indicated that the regression model was statistically significant ($F_{(4, 25)} = 48.460$, $p = .0001$). The coefficient of determination (R^2) of .89 showed that 89% of the overall customer satisfaction was explained by the four factors of service quality. The coefficients indicated that factor 1 – Environment Service Provider (Beta = .645) had the most positive impact on overall customer satisfaction, followed by factor 3 – Service Providers' Attitude and Competencies (Beta = .510), factor 2 – Personnel and Customers' Relationship (Beta = .384), and factor 4 – Service Providers' Initiative inGuest's Service (Beta = .250). Therefore, hypothesis 4, "Service quality factors have a positive impact on overall customer satisfaction" was supported.

Past research reported that four factors of service quality (tangibles, reliability, assurance, and empathy) had a positive impact on overall customer satisfaction (Kim, 2005). The results of the regression model indicated that the regression model was statistically significant ($F_{(5, 428)} = 121.06$, $p = .001$), and 58% of the overall customer satisfaction was explained by the five factors of service quality. The regression coefficients indicated that the factors of assurance (Beta = .46, $p = .0001$) and tangibles (Beta = .33, $p = .0001$) exerted the strongest influence on the overall customer satisfaction, followed by the factors of empathy (Beta = .08, $p = .020$), and reliability (Beta = .17, $p = .001$). The service quality of responsiveness was no statistically significant difference in overall customer satisfaction (Beta = .06, $p = .124$).

Table 12

Regression Model of Hypothesis 4

H_4: Service quality factors have a positive impact on overall customer satisfaction.

Equation: $Y'_{(OCS)} = a + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + \varepsilon$

$Y'_{(OCS)} = .833 + .645X_1 + .384X_2 + .510X_3 + .250X_4 + .407$

Y' = the predicted criterion score (overall customer satisfaction)

X_1 = factor 1- Environment Service Provider

X_2 = factor 2 – Personnel and Customers' Relationship

X_3 = factor 3 – Service Providers' Attitude and Competencies

X_4 = factor 4 – Service Providers' Initiative in Guest's Service

a = a constant calculated from the scores of all participants

B= a coefficient that indicates the contribution of the predictor variable to the criterion variable

Dependent variable:	Overall customer satisfaction
Independent variables:	Four Factors of Service Quality
Multiple R =	.941
R^2 =	.886
Adjusted R^2 =	.864
Standard Error =	.407
F =	48.460
p =	.0001*

Variable	Unstandardized Coefficient		Standardized Coefficient	
	B	Std.Error	Beta	p
Constant	.833	.074		.0001*
F1: Environment Service Provider	.720	.075	.645	.0001*
F2: Personnel and Customers' Relationship	.429	.075	.384	.0001*
F3: Service Providers' Attitude and Competencies	.570	.075	.510	.0001*
F4: Service Providers' Initiative in Guest's Service	.279	.075	.250	.0010*

* $P \leq .05$

Table 13 explained the results of regression analysis of service quality factors as independent variable with word-of mouth endorsements (attitudinal loyalty) as the dependent variable. The result of hypothesis 5 indicated that service quality factors had a positive impact on word-of-mouth endorsements, the coefficient of determination (R^2) of .87 showed that 87% of the word-of-mouth endorsements were explained by the four factors of service quality. The F-ratio was significant ($F_{(4, 25)} = 40.684$, $p = .0001$). The coefficient indicated that factor 2 – Personnel and Customers' Relationship (Beta = .571) had the most positive impact on word-of-mouth endorsements, followed by the factor 1 - Environment Service Provider (Beta = .466), factor 4 - Service Providers' Initiative in Guest's Service (Beta = .441), and factor 3 - Service Providers' Attitude and Competencies (Beta = .360. Therefore, hypothesis 5, "Service quality factors have a positive impact on word-of-mouth endorsements" was supported.

Table 13

Regression Model of Hypothesis 5

H_5: Service quality factors have a positive impact on word-of-mouth endorsements.

Equation: $Y'_{(WOM)} = a + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + \varepsilon$

$Y'_{(WOM)} = 1.044 + .466X_1 + .571X_2 + .360X_3 + .441X_4 + .355$

Dependent variable:	Word-of-Mouth Endorsements
Independent variables:	Four Factors of Service Quality
Multiple R =	.931
R^2 =	.867
Adjusted R^2 =	.846
Standard Error =	.355
F =	40.684
p =	.0001*

	Unstandardized Coefficient		Standardized Coefficient	
Variable	B	Std.Error	Beta	p
Constant	1.044	.065		.0001*
F1: Environment Service Provider	.421	.066	.466	.0001*
F2: Personnel and Customers' Relationship	.516	.066	.571	.0001*
F3: Service Providers' Attitude and Competencies	.325	.066	.360	.0001*
F4: Service Providers' Initiative in Guest's Service	.399	.066	.441	.0001*

* $P \leq .05$

As shown in Table 14, the regression model considered repurchase intention (behavioral loyalty) to be the dependent variable and the four factors of service quality to be independent variables. The standard (simultaneous) model, all independent variables (four factors of service quality) entered and utilized for 30 respondents. The result of hypothesis 6 showed that service quality factors had a positive impact on repurchase intention and the coefficient of determination (R^2) was .74. Service quality factors explained 74% of the variance in repurchase intention, which was statistically significant as indicated by the F-value ($F_{(4, 25)} = 17.789$, $p = .0001$). The coefficient indicated that factor 1 – Environment Service Provider (Beta = .597), had the most positive impact on repurchase intention, followed by the factor 3 - Service Providers' Attitude and Competencies (Beta = .475), factor 2 - Personnel and Customers' Relationship (Beta = .327), and factor 4 - Service Providers' Initiative in Guest's Service (Beta = .226). Therefore, hypothesis 6, "Service quality factors have a positive impact on repurchase intention" was supported.

Previous research showed that two factors of service quality had a positive impact on repurchase intention (Kim, 2005). The regression model was statistically significant ($F_{(5, 428)} = 37.27$, $p = .001$), and 30% of repurchase intention (dependent variable) was explained by the five factors of service quality (independent variables). The results of the regression coefficients indicated that the factors of assurance (Beta = .38, p = .0001) and tangibles (Beta = .34, p = .0001) exerted strong influence on repurchase intention, followed by the factors of responsiveness (Beta = .098, p = .088), empathy (Beta = .068, p = .167), and reliability (Beta = .046, p = .549). Only the factors of assurance and tangibles indicated statistically significant unique relationship with repurchase intention.

Table 14

Regression Model of Hypothesis 6

H_6: Service quality factors have a positive impact on repurchase intention.

Equation: $Y'_{(RI)} = a + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + \varepsilon$

$Y'_{(RI)} = 1.067 + .597X_1 + .327X_2 + .475X_3 + .226X_4 + .626$

Dependent variable:	Repurchase Intention
Independent variables:	Four Factors of Service Quality
Multiple R =	.860
R^2 =	.740
Adjusted R^2 =	.698
Standard Error =	.626
F =	17.789
p =	.0001*

Variable	Unstandardized Coefficient B	Unstandardized Coefficient Std.Error	Standardized Coefficient Beta	p
Constant	1.067	.114		.0001*
F1: Environment Service Provider	.680	.116	.597	.0001*
F2: Personnel and Customers' Relationship	.373	.116	.327	.0001*
F3: Service Providers' Attitude and Competencies	.542	.116	.475	.0001*
F4: Service Providers' Initiative in Guest's Service	.257	.116	.226	.0360*

* P ≤ .05

Table 15 explained the result of the regression analysis for overall customer satisfaction as an independent variable with word-of-mouth endorsements (attitudinal loyalty). The result of hypothesis 7 indicated that the overall customer satisfaction had a positive impact on word-of-mouth endorsements. The coefficient of determination (R^2) of .70 showed that 70% of the variance in word-of-mouth endorsements was explained by the overall customer satisfaction. The F-ratio was significant ($F_{(1, 28)} = 66.249$, $p = .0001$). Therefore, hypothesis 7, "Overall customer satisfaction has a positive impact on word-of-mouth endorsements" was supported.

Previous research indicated that the overall customer satisfaction had a positive impact on word-of-mouth endorsements ($F_{(1, 678)} = 1749.47$, $p = .0001$), therefore, it was supported hypothesis 7 (Ng, 2005). The coefficient of determination (R^2) of .695 showed that 69.5% of the variance in the word-of-mouth endorsements was explained by the overall customer satisfaction, which represented that the respondents had a high word-of-mouth endorsement with overall customer satisfaction.

Table 15

Regression Model of Hypothesis 7

H_7: Overall customer satisfaction has a positive impact on word-of-mouth endorsements.

Equation: $Y'_{(WOM)} = a + B_1X_1 + \varepsilon$

$Y'_{(WOM)} = .479 + .838X_1 + .501$

Dependent variable:	Word-of-Mouth Endorsements
Independent variable:	Overall Customer Satisfaction
Multiple R =	.838
R^2 =	.703
Adjusted R^2 =	.692
Standard Error =	.501
F =	66.249
p =	.0001*

	Unstandardized Coefficient		Standardized Coefficient	
Variable	B	Std.Error	Beta	p
Constant	.479	.115		.0001*
Overall customer satisfaction	.679	.083	.838	.0001*

* $P \leq .05$

As shown in Table 16, the result of hypothesis 8 showed that the overall customer satisfaction had a positive impact on repurchase intention and the coefficient of determination (R^2) was .75. Overall customer satisfaction explained 75% of the variance in repurchase intention, which was statistically significant as indicated by the F-value ($F_{(1, 28)} = 84.961$, $p = .0001$). Therefore, the R of independent variable (overall customer satisfaction) on the dependent variables (word-of-mouth endorsements r = .84, and repurchase intention (r = .87), which represented that the respondents had shown a relationship between high word-of-mouth endorsements and repurchase intention with overall customer satisfaction, which also indicated that the high level of satisfaction led

to the respondent's customer loyalty. Therefore, hypothesis 8, "Overall customer satisfaction has a positive impact on repurchase intention" was supported.

Previous research explained the results of regression analysis for overall customer satisfaction as an independent variable with repurchase intention as a dependent variable (Ng, 2005). About 72% of the repurchase intention was explained by the overall customer satisfaction ($R^2 = .719$). That was, significant interactions were found between the overall customer satisfaction and repurchase intention for the respondents. The F ratio was statistically significant at F-value of ($F_{(1, 432)} = 461.01$, $p = .0001$). Therefore, the previous research supported hypothesis 8.

Table 16

Regression Model of Hypothesis 8

H_8: Overall customer satisfaction has a positive impact on repurchase intention.

Equation: $Y'_{(RI)} = a + B_1X_1 + \varepsilon$

$Y'_{(RI)} = .329 + .867X_1 + .577$

Dependent variable:	Repurchase Intention
Independent variable:	Overall Customer Satisfaction
Multiple R =	.867
R^2 =	.752
Adjusted R^2 =	.743
Standard Error =	.577
F =	84.961
p =	.0001*

Variable	Unstandardized Coefficient B	Unstandardized Coefficient Std.Error	Standardized Coefficient Beta	p
Constant	.329	.132		.0190*
Overall customer satisfaction	.885	.096	.867	.0001*

* P ≤ .05

One-Way Analysis of Variance

Hypothesis 9: There is a significant difference in service quality factors based on customers' demographic variables (gender, age, dining frequency, and per capita expenditures for each meal). One-way ANOVA was used to determine whether there were statistically significant differences in service quality factors based on customers' demographics (gender, age, dining frequency, and per capita expenditures for each meal). If the results of the ANOVA were significant, Tukey's HSD test was carried out to assess the significance of pairwise post hoc differences. All the statistical significance tests were performed with the alpha level set at .05.

Factor 1 – Environment Service Provider

Customers' demographics (gender, age, dining frequency, and per capita expenditures for each meal) were treated as independent variables and service quality factors as dependent variables. Table 17, the results of the ANOVA indicated that there were significant differences in service quality factor 1 in terms of dining frequency ($F_{(3, 26)} = 5.109$, $p = .007$) and per capita expenditures for each meal ($F_{(3, 26)} = 3.430$,

p = .032). Tukey's HSD test was not performed for service quality factor 1 because one group had fewer than two cases. Moreover, there were no statistically significant differences in service quality factor 1 in terms of gender and age, (p > .05).

Table 17

ANOVA of Service Quality Factor 1 – Environment Service Provider by Dining Frequency

Sources	Sum of Squares	df	Mean Square	F	p
Dining Frequency	10.756	3	3.585	5.109	.007*
Error	18.244	26	.702		
Total	29.000	29			

* P ≤ .05

ANOVA of Service Quality Factor 1 – Environment Service Provider by Per Capita Expenditures for Each Meal

Sources	Sum of Squares	df	Mean Square	F	p
Per Capita Expenditures for Each Meal	8.222	3	2.741	3.430	.032*
Error	20.778	26	.799		
Total	29.000	29			

* P ≤ .05

Factor 2 – Personnel and Customers' Relationship

The results of the ANOVA in factor 2 indicated that there were no statistically significant differences in service quality factor 2 depending on the customers' demographic variables (gender, age, dining frequency, and per capita expenditures for each meal) ($p > .05$). In this regard, no pairwise comparison for the mean scores was considered.

Factor 3 - Service Providers' Attitude and Competencies

The results of factor 3 showed that there were no statistically significant differences in service quality factor 3 depending on the customers' demographic variables (gender, age, dining frequency, and per capita expenditures for each meal ($p > .05$).

Factor 4 - Service Providers' Initiative in Guest's Service

As shown in Table 18, the results of the ANOVA revealed that there was statistically significant difference in service quality factor 4 based on dining frequency ($F_{(3, 26)} = 3.101$, $p = .044$). Since there was one group had fewer than two cases, pairwise comparison using Tukey's HSD was not used to test for means of service quality factor 4 in terms of dining frequency. Additionally, there were no statistically significant differences in service quality factor 1 based on gender, age, and per capita expenditures for each meal ($p > .05$).

Table 18

ANOVA of Service Quality Factor 4 – Service Providers' Initiative in Guest's Service by Dining Frequency

Sources	Sum of Squares	df	Mean Square	F	p
Dining Frequency	7.642	3	2.547	3.101	.044*
Error	21.358	26	.821		
Total	29.000	29			

* $P \leq .05$

Hypothesis 10: There is a significant difference in overall service quality based on customers' demographic variables (gender, age, dining frequency, and per capita expenditures for each meal). One-way ANOVA was used to determine whether there was statistically significant difference in overall service quality (tangibles, reliability, responsiveness, assurance, and empathy) depending on customers' demographic variables (gender, age, dining frequency, and per capita expenditures for each meal). If the results of the ANOVA were significant, Tukey's HSD test was carried out to assess the significance of pairwise post hoc differences. Customers' demographics (gender, age, dining frequency, and per capita expenditures for each meal) were treated as independent variables and overall service quality as dependent variables.

Weighted Tangibles

As reported in Table 19, there was a statistically significant difference in weighted tangibles among different per capita expenditures for each meal ($F_{(3, 26)} = 3.728$, $p = .024$). Tukey's HSD test was not performed for weighted tangibles because

one group had fewer than two cases such as under 400 Baht (US $1= 40 Baht) had one case. Moreover, there were no statistically significant differences in weighted tangibles depending on gender, age, and dining frequency ($p > .05$).

Table 19

ANOVA of Weighted Tangibles by Per Capita Expenditures for Each Meal

Sources	Sum of Squares	df	Mean Square	F	p
Per Capita Expenditures for Each Meal	.540	3	.180	3.728	.024*
Error	1.256	26	.048		
Total	1.796	29			

* $P \leq .05$

Weighted Reliability

The results of the ANOVA indicated that there were no statistically significant differences in weighted reliability depending on the customers' demographic variables (gender, age, dining frequency, and per capita expenditures for each meal ($p > .05$). In this regard, no pairwise comparison for the mean scores was considered.

Weighted Responsiveness

As shown in Table 20, the results of ANOVA showed that there were statistically significant differences in weighted responsiveness based on dining frequency ($F_{(3, 26)} = 4.689$, $p = .010$) and per capita expenditures for each meal ($F_{(3, 26)} = 3.365$,

p = .034). Since there was one group had fewer than two cases, pairwise comparison using Tukey's HSD was not used to test for weighted responsiveness based on dining frequency and per capita expenditures for each meal. Additionally, there were no statistically significant differences in weighted responsiveness based on gender and age (p > .05).

Table 20

ANOVA of Weighted Responsiveness by Dining Frequency

Sources	Sum of Squares	df	Mean Square	F	p
Dining Frequency	.442	3	.141	4.689	.010*
Error	.781	26	.030		
Total	1.203	29			

* P ≤ .05

ANOVA of Weighted Responsiveness Per Capita Expenditures for Each Meal

Sources	Sum of Squares	df	Mean Square	F	p
Per Capita Expenditures for Each Meal	.336	3	.112	3.365	.034*
Error	.866	26	.033		
Total	1.203	29			

* P ≤ .05

Weighted Assurance

The results of the ANOVA indicated that there were no statistically significant differences in weighted assurance depending on the customers' demographic variables (gender, age, dining frequency, and per capita expenditures for each meal) ($p > .05$). In this regard, no pairwise comparison for the mean scores was considered.

Weighted Empathy

The results of the ANOVA in Table 21 showed that there was a statistically difference in weighted empathy in terms of per capita expenditures for each meal ($F_{(3, 26)} = 3.565$, $p = .028$). Tukey's HSD test was not performed for weighted empathy because one group had fewer than two cases such as under 400 Baht (US $1= 40 Baht) had one case. Moreover, there were no statistically significant differences in weighted empathy in terms of gender, age, and dining frequency ($p > .05$).

Table 21

ANOVA of Weighted Empathy by Per Capita Expenditures for Each Meal

Sources	SS	df	MS	F	p
Per Capita Expenditures for Each Meal	.458	3	.153	3.565	.028*
Error	1.114	26	.043		
Total	1.573	29			

* $P \leq .05$

Hypothesis 11: There is a significant difference in overall service quality with type of customers (Thai and International). One-way ANOVA was used to determine whether there was statistically significant difference in overall service quality (tangibles, reliability, responsiveness, assurance, and empathy) with type of customers (Thai and International). If the results of the ANOVA were statistically significant, Tukey's HSD test was carried out to assess the significance of pairwise post hoc differences. Type of customers (Thai and International) was treated as independent variable and overall service quality as dependent variable. The results of the ANOVA showed that there were no statistically significant differences in overall service quality between Thai and international customers ($p > .05$). Therefore, hypothesis 11 was not supported.

Table 22

Comparative of ANOVA of Service Quality Factors and Overall Service Quality by Customers' Demographic Profiles of Pilot Study

	Customers' Demographic Profile			
	Gender	Age	Dining Frequency	Per Capita Expenditures for Each Meal
Service Quality Factors:**				
F1: Environment and Service Provider	p = .596	p = .313	p = .007	**p = .032***
F2: Personnel and Customers' Relationship	p = .168	p = .292	p = .791	p = .516
F3: Service Providers' Attitude and Competencies	p = .248	p = .160	p = .840	p = .956
F4: Service Providers' Initiative in Guest's Service	p = .582	p = .670	**p = .044***	p = .658
Overall Service Quality*:**				
Weighted Tangibles	p = .873	p = .103	p = .119	**p = .024***
Weighted Reliability	p = .459	p = .159	p = .097	p = .122
Weighted Responsiveness	p = .346	p = .135	**p = .010***	**p = .034***
Weighted Assurance	p = .346	p = .773	p = .559	p = .139
Weighted Empathy	p = .889	p = .153	p = .059	**p = .028***

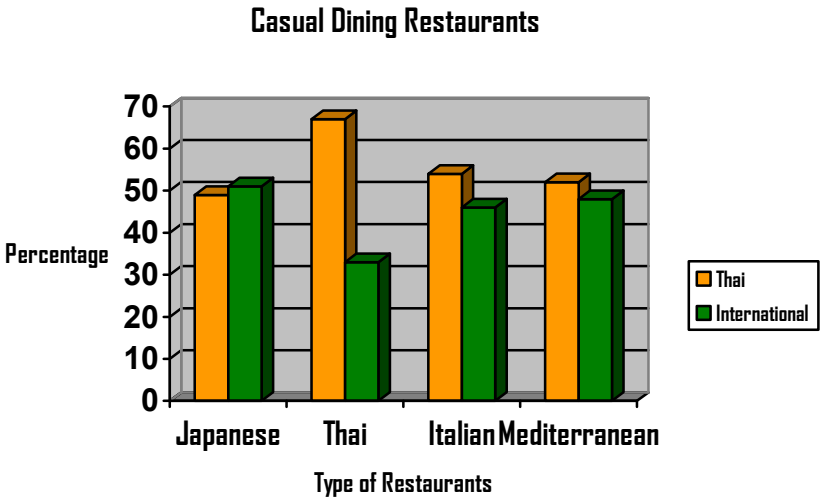
* $p \leq .05$
** Service quality factors refer to factor analysis
*** Overall service quality refers to term of weighted = mean of service quality dimension multiplied by the weighted percentage of each item.

Description of the Subjects

A total of 537 questionnaires were distributed to customers dining in the four casual dining restaurants: 1) Japanese, 2) Thai, 3) Italian, and 4) Mediterranean. The questionnaires were distributed to every fifth Thai and every fifth international customer for 125 customers per restaurant. Of the 537 questionnaires distributed, 37 (7%) were returned incomplete and were not included in the data analysis. As shown in Figure 3, 500 (93%) questionnaires were usable. The respondents of Japanese casual dining restaurant consisted of 61 Thai (49%) and 64 International (51%). The respondents of Thai casual dining restaurant consisted of 84 Thai (67%) and 41 International (33%). The respondents of Italian casual dining restaurant consisted of 68 Thai (54%) and 57 International (46%). The respondents of Mediterranean casual dining restaurant consisted of 60 Thai (52%) and 65 International (48%).

Figure 3

Restaurant Distribution



Customers' Demographics

As shown in Table 23, the respondents consisted of 279 female (56%) and 221 male (44%). Among the 500 respondents of the marital status, 236 respondents (47%) were single, 248 respondents (50%) were married, 12 respondents (2%) were widowed, and four respondents (1%) were divorced. The age distribution of the respondents was categorized into five groups: 1) 20 – 29 years (35%), 2) 30 – 39 years (35%), 40 – 49 years (21%), 50 -59 years (8%), and over 60 years (1%). The majority of respondents were the age group of 30 -39 years with 177 respondents and age group of 20 – 29 years with 176 respondents. The smallest group of the respondents in age was over 60 years with one respondent. About 248 respondents (49%) were dining in particular casual dining restaurants before and 252 (51%) were the first time to dine in. Respondents were asked how frequency they had dined at the given restaurant in a month. A 315 respondents (63%) had dined in this restaurant once a month, 108 respondents (22%) had dined in twice a month, 59 respondents (12%) had dined in three times a month, 12 respondents (2%) had dined in four times a month, and six respondents (1%) had dined in over 5 times a month. The majority of respondents spent capita expenditures for each meal was 400 – 800 Baht ($10 - $20), 206 respondents (41%), and followed by 801 – 1200 Baht ($20.01 - $30), 189 respondents (38%). Respondents were also asked about the number of people in their party when they were dining in restaurant. The analysis indicated that 208 respondents (42%) had two people in party, and followed by 118 respondents (24%) had three people in party.

Table 23

Demographic Characteristics of Respondents of Full Study

	Frequency	Percent (%)
Gender		
Male	221	44
Female	279	56
Total	500	100
Marital Status		
Single	236	47
Married	248	50
Widowed	12	2
Divorced	4	1
Total	500	100
Age		
20-29 years	176	35
30-39 years	177	35
40-49 years	108	21
50-59 years	38	8
Over 60 years	1	1
Total	500	100
Dine In Before		
Yes	248	49
No	252	51
Total	500	100
Frequency		
1 times	315	63
2 times	108	22
3 times	59	12
4 times	12	2
Over 5times	6	1
Total	500	100
Per capita expenditures for each meal (US $1 = 40 Baht)		
Under 400 Baht	65	13
400 – 800 Baht	206	41
801 – 1200 Baht	189	38
1201 – 1600 Baht	30	6
Over 1600 Baht	10	2
Total	500	100
People in Party		
1	53	10
2	208	42
3	118	24
4	52	10
5	34	7
6	16	3
7	15	3
8	4	1
Total	500	100

Factor Analysis

A principal component analysis was conducted on the 30 variables to ensure that the variables were not intercorrelated and that the variables were grouped properly (Table 24). Bartlett's test of sphericity was applied to test for intercorrelated. For data to be appropriate for factor analysis, the results of the Bartlett's test should be significant and the Kaiser-Meyer-Olkin (KMO) measure was greater than 0.60 (Hair, Anderson, Tatham, and Black, 1998). In this study, the value of Kaiser-Meyer-Olkin (KMO) was .951, and verified that the use of factor analysis was appropriate in the study. Bartlett's test of sphericity value Chi Square (χ^2) was 13075.19, with p = .0001, indicating that the data was suitable for factor analysis.

The varimax rotation procedure was used to produce an orthogonal transformation matrix yielding independent factors, which provided unique information. Only the factors with eigenvalue equal to or greater than 1 were considered as significant. Examination of the scree plot and interpretation of the resulting factors lead to four factors with eignevalues of 1.008 was greater 1.00. Statements with loadings of 0.40 or greater on a single factor were used in interpreting the factors.

After analyzing, the data with principal component analysis of factor analysis to delete the intercorrelations among the dimensions and results were four factors (Figure 4). The first factor was labeled as "Personnel and Customers' Relationship," contained items representing two original dimensions – reliability and assurance, with nine variables and explained 54.65% of the variance in the data, with an eigenvalue of 16.39. The second factor was labeled as "Environment Service Provider," contained

items representing two original dimensions – tangibles and responsiveness. It consisted of eight variables and explained 6.40% of the variance in the data, with an eigenvalue of 1.92. The third factor was labeled as "Service Providers' Attitude and Competencies," contained items representing two original dimensions – assurance and empathy, with nine variables and explained 4.45% of the variance in the data, with an eigenvalue of 1.34. Finally, the fourth factor was labeled as "Service Providers' Initiative in Guest's Service," contained items representing responsiveness dimension, with four variables. The total variance explained was 3.36% and had an eigenvalue of 1.01 (Table 25).

Figure 4

Conceptual Model of Full Study

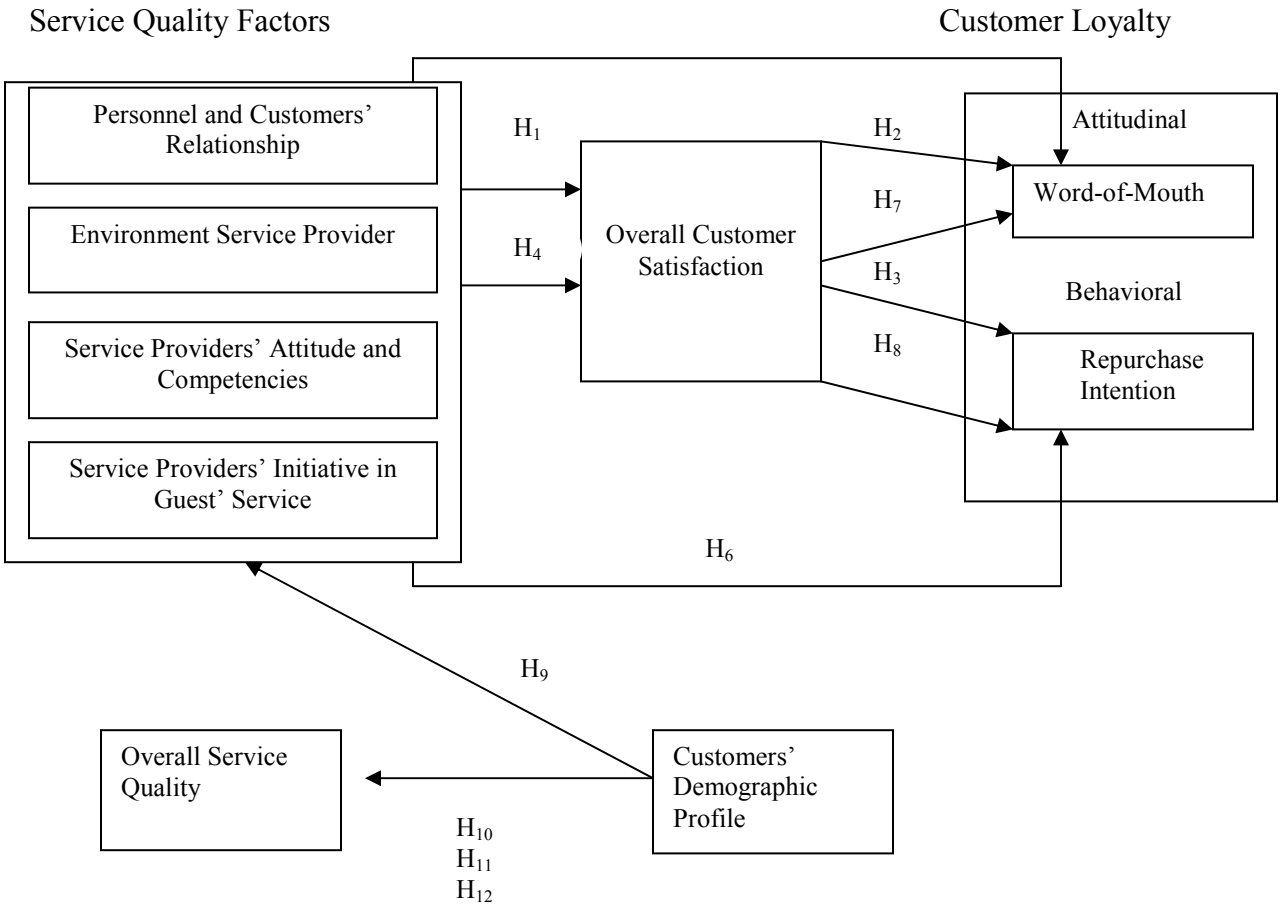


Table 24

Descriptive of Service Quality Attributes of Full Study

	N	Mean[(a)]	Std. Deviation
Parking is adequate	500	.70	1.431
Dining is clean	500	1.09	1.329
Decor with restaurant image	500	1.10	1.356
Employees are well dressed	500	1.09	1.398
Menu reflects images	500	.92	1.386
Restroom is clean	500	.96	1.249
Service in the time promised	500	.93	1.311
Employees quickly correct	500	1.10	1.228
Service is consistent	500	1.12	1.279
Accurate guest check	500	1.19	1.246
Serve food exactly as you ordered	500	1.12	1.297
Food prices are charged same as in the menu	500	1.03	1.352
Service will be performed	500	.87	1.292
During busy time has enough employees	500	.95	1.339
Employees provide quick service	500	.91	1.342
Employees respond promptly	500	1.04	1.331
Willing to help	500	1.05	1.256
Give extra effort	500	.95	1.301
Employees answer questions accurately	500	1.05	1.253
Feel comfortable	500	1.17	1.266
Employees give information	500	.91	1.361
Personnel has well trained	500	1.04	1.309
Support their employees	500	1.16	1.279
Employees are polite	500	.95	1.408
Personal attention	500	.99	1.317
Know your needs	500	.99	1.342
Operation hours are convenient	500	1.06	1.342
Best interest at heart	500	1.06	1.380
Considers your needs	500	1.11	1.410
Valid N (listwise)	500		

(a) Each item is assessed on seven-point Likert scale from -3 to 3, with, 0 = neutral.

Table 25

Factor Analysis of Full Study

Service Quality Attributes	Factor 1 Personnel and Customers' Relationship	Factor 2 Environment Service Provider	Factor 3 Service Providers' Attitude and Competencies	Factor 4 Service Providers' Initiative in Guest's Service	Communalities
Factor 1					
Personnel and Customers' Relationship					
Employees quick correct	.768				.701
Service in the time promised	.748				.719
Serve food exactly as you ordered	.733				.685
Service is consistent	.725				.695
Food prices are charged same as in the menu	.701				.646
Accurate guest check	.683				.644
Feel comfortable	.621				.669
Employees answer questions accurately	.611				.714
Employees give information	.497				.468
Factor 2					
Environment Service Provider					
Dining is clean		.806			.756
Parking is adequate		.782			.732
Décor with restaurant image		.750			.721
Employees are well dressed		.698			.657
Menu reflects images		.690			.652
Restroom is clean		.663			.663
Service will be performed		.586			.723
During busy time has enough employees		.537			.663
Factor 3					
Service Providers' Attitude and Competencies					
Considers your needs			.745		.738
Operation hours are convenient			.743		.752
Know your needs			.726		.747
Personal attention			.726		.774
Best interest at heart			.717		.695
Customers feel special			.694		.687
Support their employees			.521		.635
Employees are polite			.498		.524
Personnel has well trained			.485		.698
Factor 4					
Service Providers' Initiative in Guest's Service					
Willing to help				.708	.765
Give extra effort				.672	.662
Employees provide quick service				.603	.760
Employees respond promptly				.592	.709
Eigenvalue	16.393	1.919	1.335	1.008	
Variance Explained (%)	54.645	6.397	4.449	3.361	
Cumulative Variance (%)	54.645	61.042	65.491	68.851	
Cronbach's alpha	.928	.929	.941	.889	
Overall Cronbach's alpha .971					

Note: Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (MSA): .951
Bartlett's Test of Sphericity: $\chi^2 = 13075.19$, $p = .0001$

Reliability of the Instrument

Reliability of the scores for each of the four factors was estimate by calculating Cronbach's alpha coefficient using SPSS version 13.0. The reliability coefficients for each of the four factors of the service quality scale were as follows: (1) Personnel and Customers' Relationship (α = .93); (2) Environment Service Provider (α = .93); (3) Service Providers' Attitude and Competencies (α = .94); (4) Service Providers' Initiative in Guest's Service (α = .89). The reliability coefficients consisted of six-item scales measuring the customer loyalty had Cronbach's alpha coefficient of .89. Since all of Cronbach's alpha coefficients for the scales were greater than .60, the scales were deemed acceptable (Nunnally, 1967). The reliability coefficients for the scales utilized in this study were reported in Table 26.

Table 26

Reliability of Each of the Measurements for Full Study

Measurement	Factor	Number of Items	Cronbach's Alpha
Service Quality	1) Personnel and Customers' Relationship	9	.93
	2) Environment and Service Provider	8	.93
	3) Service Providers' Attitude and Competencies	9	.94
	4) Service Providers' Initiative in Guest's Service	4	.89
Customer Loyalty		6	.89

Results of Hypotheses Testing

Correlation Analysis

H_1: There is a positive relationship between service quality factors and overall customer satisfaction.

The result indicated in hypothesis 1 that there was a positive relationship between service quality factors and overall customer satisfaction (Table 27). Factor 2 - Environment Service Provider had the highest correlation (r = .437) in overall customer satisfaction, followed by factor 1 – Personnel and Customers' Relationship (r = .351), factor 4 – Service Providers' Initiative in Guest's Service (r = .347), and factor 3 – Service Providers' Attitude and Competencies (r = .282). Therefore, hypothesis 1 was supported.

Past research reported that the correlation of the four factors of service quality (assurance, tangibles, reliability, and empathy dimensions) had a positive relationship with overall customer satisfaction. The assurance dimension had the highest correlation (r = .591), followed by tangibles (r = .530), reliability (r = .541), and empathy (r = .275) (Kim, 2005). Therefore, hypothesis 1 was supported and favorably compared with the results of previous research.

Table 27

Correlation between Service Quality Factors and Overall Customer Satisfaction

	Factor 2 Environment Service Provider	Factor 1 Personnel and Customers' Relationship	Factor 4 Service Providers' Initiative in Guest's Service	Factor 3 Service Providers' Attitude and Competencies
Factor 2	1.000			
Factor 1	.000	1.000		
Factor 4	.000	.000	1.000	
Factor 3	.000	.000	.000	1.000
Overall customer satisfaction	.437	.351	.347	.282

* Correlation is significant at the 0.01 level (2-tailed).

H_2: There is a positive relationship between overall customer satisfaction and word-of-mouth endorsements.

H_3: There is a positive relationship between overall customer satisfaction and repurchase intention.

As shown in Table 28, there was a positive relationship between overall customer satisfaction and word-of-mouth endorsements (r = .788). Therefore, hypothesis 2 was supported. Moreover, the result of hypothesis 3 indicated that there was a positive relationship between overall customer satisfaction and repurchase intention (r = .703). Therefore, hypothesis 3 was supported.

Table 28

Correlation between Overall Customer Satisfaction and Customer Loyalty (Word- of-Mouth Endorsements and Repurchase Intention)

	Overall Satisfaction	Word-of-Mouth	Repurchase Intention
Overall Satisfaction	1.000		
Word-of-Mouth	.788	1.000	
Repurchase Intention	.703	.799	1.000

* Correlation is significant at the 0.01 level (2-tailed).

Multiple Regression Analysis

H_4: Service quality factors have a positive impact on overall customer satisfaction.

As shown in Table 29, the regression model considered overall customer satisfaction to be the dependent variable and the four factors of service quality to be independent variables. The standard (simultaneous model), all independent variables (four factors of service quality) entered and utilized for the 500 respondents. The result of hypothesis 4 indicated that the service quality factors had a positive impact on overall customer satisfaction. The results of the regression model indicated that the regression model was statistically significant ($F_{(4, 495)} = 130.885$, $p = .0001$). The coefficient of determination (R^2) of .51 showed that 51% of the overall customer satisfaction was explained by the four factors of service quality. The value of variance of inflation (VIF) indicated that there was no multicollinearity among the independent variables.

All of the four underlying factors; 1) Personnel and Customers' Relationship, 2) Environment Service Provider, 3) Service Providers' Attitude and Competencies, and 4) Service Providers' Initiative in Guest's Service all appeared to be significant independent variables that influence the level of customer satisfaction in casual dining restaurants in Phuket. The coefficients indicated that factor 2 – Environment Service Provider (Beta = .437) had the most positive impact on overall customer satisfaction, followed by factor 1 – Personnel and Customers' Relationship (Beta = .351), factor 3 – Service Providers' Attitude and Competencies (Beta = .282), and factor 4 – Service Providers' Initiative in Guest's Service (Beta = .234). Therefore, hypothesis 4, "Service quality factors have a positive impact on overall customer satisfaction" was supported.

Past research studied indicated that the four factors of service quality (tangibles, reliability, assurance, and empathy) had a positive impact on overall customer satisfaction (Kim, 2005). The results of the regression model indicated that the regression model was statistically significant ($F_{(5, 428)} = 121.06$, $p = .001$), and 58% of the overall customer satisfaction was explained by the five factors of service quality. The regression coefficients indicated that the factors of assurance (Beta = .46, p = .0001) and tangibles (Beta = .33, p = .0001) exerted the strongest influence on the overall customer satisfaction, followed by the factors of empathy (Beta = .08, p = .020), and reliability (Beta = .17, p = .001). The service quality of responsiveness was no statistically significant difference in overall customer satisfaction (Beta = .06, p = .124). Therefore, hypothesis 4 was supported by the findings of previous research studies.

Table 29

Regression Model of Hypothesis 4

H_4: Service quality factors have a positive impact on overall customer satisfaction.

Equation: $Y'_{(OCS)} = a + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + \varepsilon$

$Y'_{(OCS)} = .744 + .351X_1 + .437X_2 + .282X_3 + .234X_4 + .797$

Y' = the predicted criterion score (overall customer satisfaction)

X_1 = factor 1 - Personnel and Customers' Relationship

X_2 = factor 2 – Environment Service Provider

X_3 = factor 3 – Service Providers' Attitude and Competencies

X_4 = factor 4 – Service Providers' Initiative in Guest's Service

a = a constant calculated from the scores of all participants

B= a coefficient that indicates the contribution of the predictor variable to the criterion variable

Dependent variable:	Overall Customer Satisfaction
Independent variables:	Four Factors of Service Quality
Multiple R =	.717
R^2 =	.514
Adjusted R^2 =	.510
Standard Error =	.797
F =	130.885
p =	.0001*

Variable	Unstandardized Coefficient B	Std.Error	Standardized Coefficient Beta	p
Constant	.744	.036		.0001*
F1: Personnel and Customers' Relationship	.399	.036	.351	.0001*
F2: Environment Service Provider	.498	.036	.437	.0001*
F3: Service Providers' Attitude and Competencies	.321	.036	.282	.0001*
F4: Service Providers' Initiative in Guest's Service	.395	.036	.234	.0001*

* $P \leq .05$

H_5: Service quality factors have a positive impact on word-of-mouth endorsements.

Table 30 explained the results of regression analysis of service factors as independent variable with word-of-mouth endorsements (attitudinal loyalty) as the dependent variable. The result of hypothesis 5 indicated that service quality factors had a positive impact on word-of-mouth endorsements, the coefficient of determination (R^2) of .61 showed that 61% of the word-of-mouth endorsements were explained by the four factors of service quality. The F-ratio was significant ($F_{(4, 495)} = 190.612$, $p = .0001$). The value of variance of inflation (VIF) for each variable indicated that there was no multicollinearity among the independent variables.

All of the four underlying factors; 1) Personnel and Customers' Relationship, 2) Environment Service Provider, 3) Service Providers' Attitude and Competencies, and 4) Service Providers' Initiative in Guest's Service all appeared to be significant

independent variables that influence word-of-mouth endorsements. The coefficient indicated that factor 2 – Environment Service Provider (Beta = .444) had the most positive impact on word-of-mouth endorsements, followed by factor 1 – Personnel and Customers' Relationship (Beta = .425), factor 4 – Service Providers' Initiative in Guest's Service (Beta = .367), and factor 3 – Service Providers' Attitude and Competencies (Beta = .305). Therefore, hypothesis 5, "Service quality factors have a positive impact on word-of-mouth endorsements" was supported.

Table 30

Regression Model of Hypothesis 5

H_5: Service quality factors have a positive impact on word-of-mouth endorsements.

Equation: $Y'_{(WOM)} = a + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + \varepsilon$

$Y'_{(WOM)} = .867 + .425X_1 + .444X_2 + .305X_3 + .367X_4 + .649$

Dependent variable:	Word-of-Mouth Endorsements
Independent variables:	Four Factors of Service Quality
Multiple R =	.779
R^2 =	.606
Adjusted R^2 =	.603
Standard Error =	.649
F =	190.612
p =	.0001*

Variable	Unstandardized Coefficient		Standardized Coefficient	
	B	Std.Error	Beta	p
Constant	.867	.029		.0001*
F1: Personnel and Customers' Relationship	.438	.029	.425	.0001*
F2: Environment Service Provider	.458	.029	.444	.0001*
F3: Service Providers' Attitude and Competencies	.314	.029	.305	.0001*
F4: Service Providers' Initiative in Guest's Service	.378	.029	.367	.0001*

* $P \leq .05$

H_6: Service quality factors have a positive impact on repurchase intention.

As shown in Table 31, the regression model considered repurchase intention (behavioral loyalty) to be the dependent variable and the four factors of service quality to be independent variables. The standard (simultaneous) model, all independent variables (four factors of service quality) entered and utilized for the 500 respondents. The result of hypothesis 6 showed that service quality factors had a positive impact on repurchase intention and the coefficient of determination (R^2) was .65. Service quality factors explained 65% of the variance in repurchase intention, which was statistically significant as indicated by the F-value ($F_{(4, 495)} = 226.884$, $p = .0001$). The value of variance of inflation (VIF) for each variable indicated that there was no multicollinearity among the independent variables.

All of the four underlying factors; 1) Personnel and Customers' Relationship, 2) Environment Service Provider, 3) Service Providers' Attitude and Competencies, and 4) Service Providers' Initiative in Guest's Service all appeared to be significant independent variables that influence repurchase intention. The coefficient indicated that factor 2 – Environment Service Provider (Beta = .499) had the most positive impact on repurchase intention, followed by factor 1 – Personnel and Customers' Relationship (Beta = .456), factor 4 – Service Providers' Initiative in Guest's Service (Beta = .325), and factor 3 – Service Providers' Attitude and Competencies (Beta = .291). Therefore, hypothesis 6, "Service quality factors have a positive impact on repurchase intention" was supported.

Previous research showed that two factors of service quality had a positive impact on repurchase intention (Kim, 2005). The regression model was statistically significant ($F_{(5, 428)} = 37.27$, $p = .001$), and 30% of repurchase intention (dependent variable) was explained by the five factors of service quality (independent variables). The results of the regression coefficients indicated that the factors of assurance (Beta = .38, p = .0001) and tangibles (Beta = .34, p = .0001) exerted strong influence on repurchase intention, followed by the factors of responsiveness (Beta = .098, p = .088), empathy (Beta = .068, p = .167), and reliability (Beta = .046, p = .549). Only the factors of assurance and tangibles indicated statistically significant unique relationship with repurchase intention. Therefore, hypothesis 6 was supported through comparison of similar results from previous research.

Table 31

Regression Model of Hypothesis 6

H_6: Service quality factors have positive impact on repurchase intention.

Equation: $Y'_{(RI)} = a + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + \varepsilon$

$Y'_{(RI)} = .961 + .456X_1 + .499X_2 + .291X_3 + .325X_4 + .613$

Dependent variable:	Repurchase Intention
Independent variables:	Four Factors of Service Quality
Multiple R =	.804
R^2 =	.647
Adjusted R^2 =	.644
Standard Error =	.613
F =	226.884
p =	.0001*

Variable	Unstandardized Coefficient B	Unstandardized Coefficient Std.Error	Standardized Coefficient Beta	p
Constant	.961	.027		
F1: Personnel and Customers' Relationship	.468	.027	.456	.0001*
F2: Environment Service Provider	.512	.027	.499	.0001*
F3: Service Providers' Attitude and Competencies	.299	.027	.291	.0001*
F4: Service Providers' Initiative in Guest's Service	.334	.027	.325	.0360*

* P ≤ .05

H_7: Overall customer satisfaction has a positive impact on word-of-mouth endorsements.

As shown in Table 32, explained the result of the regression analysis of overall customer satisfaction as an independent variable with customer loyalty (word-of-mouth endorsements). The result of hypothesis 7 indicated that customer satisfaction had a positive impact on word-of-mouth endorsements. The coefficient of determination (R^2) of .62 showed that 62% of the variance in word-of-mouth endorsements was explained by overall customer satisfaction. The F-ratio was significant ($F_{(1, 498)} = 815.280$, $p = .0001$).

The value of variance of inflation (VIF) for each variable indicated that there was no multicollinearity among the independent variables. Overall customer satisfaction appeared to be a significant independent variable that influenced the customer's word-of-mouth endorsements in casual dining restaurants in Phuket. In other words, when we consider the relationship between word-of-mouth and satisfaction, customer satisfaction was a critical influence that determined a positive or negative word-of-mouth inclination. Therefore, hypothesis 7, "Overall customer satisfaction has a positive impact on word-of-mouth endorsements" was supported.

Previous research indicated that overall customer satisfaction had a positive impact on word-of-mouth endorsements ($F_{(1, 678)} = 1749.47$, $p = .0001$) (Ng, 2005). Therefore, hypothesis 7 was supported by the findings of previous research. The coefficient of determination (R^2) of .695 showed that 69.5% of the variance in the word-of-mouth endorsements was explained by overall customer satisfaction, which indicated

that the respondents' high positive word-of-mouth endorsements was directly related with overall customer satisfaction.

Table 32

Regression Model of Hypothesis 7

H_7: Overall customer satisfaction has positive impact on word-of-mouth endorsements.

Equation: $Y'_{(WOM)} = a + B_1X_1 + \varepsilon$

$Y'_{(WOM)} = .336 + .788X_1 + .635$

Dependent variable:	Word-of-Mouth Endorsements
Independent variable:	Overall Customer Satisfaction
Multiple R =	.788
R^2 =	.621
Adjusted R^2 =	.620
Standard Error =	.635
F =	815.280
p =	.0001*

	Unstandardized Coefficient		Standardized Coefficient	
Variable	B	Std.Error	Beta	p
Constant	.336	.034		.0001*
Overall customer satisfaction	.712	.025	.788	.0001*

* P ≤ .05

H_8: Overall customer satisfaction has a positive impact on repurchase intention.

As shown in Table 33, explained the result of the regression analysis of overall customer satisfaction as an independent variable and the repurchase intention as the dependent variable. The coefficient of determination (R^2) of .49 showed that 49% of the variance in the repurchase intention was explained by the overall customer satisfaction. The R of independent variable (overall customer satisfaction) on the dependent variable (repurchase intention) was .70, which represented that respondents had high repurchase intention with the overall customer satisfaction. It also found that the high customer satisfaction level would lead to respondent's repurchase intention. The F-ratio was significant ($F_{(1, 498)} = 486.424$, $p = .0001$). The value of variance inflation factor (VIF) showed that there was no multicollinearity among independent variables. Overall customer satisfaction seemed to be a significant independent variable that influenced the customer repurchase intention in casual dining restaurants in Phuket. Therefore, hypothesis 8, "Overall customer satisfaction has a positive impact on repurchase intention" was supported.

Previous research supports the results of regression analysis of overall customer satisfaction as an independent variable with repurchase intention as dependent variable (Ng, 2005). About 72 percent of the repurchase intention was explained by the overall customer satisfaction ($R^2 = .719$). That was, significant interactions were found between the overall customer satisfaction and repurchase intention for the respondents. The F-ratio was statistically significant at F-value of ($F_{(1, 432)} = 461.01$, $p = .0001$). Therefore, the previous research supported hypothesis 8.

Table 33

Regression Model of Hypothesis 8

H_8: Overall customer satisfaction has positive impact on repurchase intention.

Equation: $Y'_{(RI)} = a + B_1X_1 + \varepsilon$

$Y'_{(RI)} = .489 + .703X_1 + .731$

Dependent variable:	Repurchase Intention
Independent variable:	Overall Customer Satisfaction
Multiple R =	.703
R^2 =	.494
Adjusted R^2 =	.493
Standard Error =	.731
F =	486.424
p =	.0001*

	Unstandardized Coefficient		Standardized Coefficient	
Variable	B	Std.Error	Beta	p
Constant	.489	.039		.0001*
Overall customer satisfaction	.634	.029	.703	.0001*

* $P \leq .05$

One-Way Analysis of Variance

H_9: There is a significant difference in service quality factors based on customers' demographic profile (gender, age, dining frequency, per capita expenditures for each meal).

One-way ANOVA was used to determine whether there were statistically significant differences in service quality factors based on customers' demographic variables (gender, age, dining frequency, and per capita expenditures for each meal). Customers' demographics (gender, age, dining frequency, and per capita expenditures for each meal) were treated as independent variables and service quality factors as dependent variables. If the results of the ANOVA were significant, Tukey's HSD test was carried out to assess the significance of pairwise post hoc differences. All the statistical significance tests were performed with the alpha level set at .05.

Factor 1 – Personnel and Customers' Relationship

As shown in Table 34, the results of the ANOVA indicated that there was a significant difference in service quality factor 1 based on per capita expenditures for each meal ($F_{(4, 495)} = 3.801$, $p = .005$). Tukey's HSD test was performed for service quality factor 1 in order to assess which group of per capita expenditures for each meal showed the significant differences. The result of the post hoc analysis showed that the respondents' per capita expenditures for each meal Over 1600 Baht (Over $400) had a higher significance difference than expenditures Under 400 Baht (Under $100) and

400-800 Baht ($100-$200). Moreover, there were no statistically significant differences in service quality factor 1 – Personnel and Customers' Relationship based on gender, age, and dining frequency ($p > .05$).

Table 34

ANOVA of Service Quality Factor 1 – Personnel and Customers' Relationship by Per Capita Expenditures for Each Meal

Sources	Sum of Squares	df	Mean Square	F	p
Per Capita Expenditures for Each Meal	14.871	4	3.718	3.801	.005*
Error	484.129	495	.978		
Total	499.00	499			

* $P \leq .05$

Factor 2 – Environment Service Provider

As shown in Table 35, the results of the ANOVA indicated that there was a significant difference in service quality factor 2 based on per capita expenditures for each meal ($F_{(4, 495)} = 9.488$, $p = .0001$). Tukey's HSD test was performed for service quality factor 2 in order to assess which group of per capita expenditures for each meal showed the significant differences. The result of the post hoc analysis showed that the respondents' per capita expenditures for each meal had a significant difference among the three groups. First, the respondents' per capita expenditures for each meal between 801-1200 Baht ($20.01-$30) had a higher significance difference than expenditures Under 400 Baht (Under $10) and 400-800 Baht ($10-$20). Second, the respondents' per

capita expenditures for each meal between 1201-1600 Baht ($30.01-$40) had a higher significance difference than expenditures Under 400 Baht (Under $10) and 400-800 Baht ($10-$20). Third, the respondents' per capita expenditures of each meat at Over 1600 Baht (Over $40) had a higher significance difference than expenditures Under 400 Baht (Under $10) and 400-800 Baht ($10-$20). Moreover, there were no statistically significant differences in service quality factor 2 – Environment Service Provider based on gender, age, and dining frequency ($p > .05$).

Table 35

ANOVA of Service Quality Factor 2 – Environment Service Provider by Per Capita Expenditures for Each Meal

Sources	Sum of Squares	df	Mean Square	F	p
Per Capita Expenditures for Each Meal	35.535	4	8.884	9.488	.0001*
Error	463.465	495	.936		
Total	499.00	499			

* $P \leq .05$

Factor 3 - Service Providers' Attitude and Competencies

As shown in Table 36, the results of the ANOVA indicated that there were significant differences in service quality factor 3 based on gender ($F_{(1, 498)} = 4.170$, $p = .042$) and per capita expenditures for each meal ($F_{(4, 495)} = 3.932$, $p = .004$). Tukey's HSD test was not performed for gender because there were fewer than three groups. The result of the post hoc analysis showed that the respondents' per capita expenditures for

each meal between 801-1200 Baht ($20.01-$30) had a higher significance difference than expenditures Under 400 Baht (Under $10). Moreover, there were no statistically significant differences in service quality factor 3 – Service Providers' Attitude and Competencies based on age and dining frequency ($p > .05$).

Table 36

ANOVA of Service Quality Factor 3 – Service Providers' Attitudes and Competencies by Gender

Sources	Sum of Squares	df	Mean Square	F	p
Gender	4.144	1	4.144	4.170	.042*
Error	494.856	498	.994		
Total	499.000	499			

* $P \leq .05$

ANOVA of Service Quality Factor 3 – Service Providers' Attitudes and Competencies by Per Capita Expenditures for Each Meal

Sources	Sum of Squares	df	Mean Square	F	p
Per Capita Expenditures for Each Meal	15.366	4	3.842	3.932	.004*
Error	483.634	495	.977		
Total	499.00	499			

* $P \leq .05$

Factor 4 - Service Providers' Initiative in Guest's Service

As shown in Table 37, the results of the ANOVA indicated that there were significant differences in service quality factor 3 based on gender ($F_{(1, 498)} = 8.497$, $p = .004$), age ($F_{(4, 495)} = 3.803$, $p = .005$), and per capita expenditures for each meal ($F_{(4, 495)} = 2.782$, $p = .026$). Tukey's HSD test was not conducted for gender and age because there were fewer than three groups or one group had fewer than two cases. The result of the post hoc analysis showed that the respondents' per capita expenditures of each meal were no statistically different significances among per capita expenditures for each meal. In addition, there was no statistically significant difference in service quality factor 4 – Service Providers' Initiative in Guest's Service based on dining frequency ($p > .05$).

Table 37

ANOVA of Service Quality Factor 4 – Service Providers' Initiative in Guest's Service by Gender

Sources	Sum of Squares	df	Mean Square	F	p
Gender	8.371	1	8.371	8.497	.004*
Error	490.629	498	.985		
Total	499.000	499			

* $P \leq .05$

ANOVA of Service Quality Factor 4 – Service Providers' Initiative in Guest's Service by Age

Sources	Sum of Squares	df	Mean Square	F	p
Age	14.879	4	3.720	3.803	.005*
Error	484.121	495	.978		
Total	499.000	499			

* P ≤ .05

ANOVA of Service Quality Factor 4 – Service Providers' Initiative in Guest's Service by Per Capita Expenditures for Each Meal

Sources	Sum of Squares	df	Mean Square	F	p
Per Capita Expenditures for Each Meal	10.972	4	2.743	2.782	.026*
Error	488.028	495	.986		
Total	499.000	499			

* P ≤ .05

H_{10}: There is a significant difference in overall service quality based on customers' demographic profile (gender, age, dining frequency, and per capita expenditures for each meal).

One-way ANOVA was used to determine whether there was a statistically significant difference in overall service quality (tangibles, reliability, responsiveness, assurance, and empathy) depending on the customers' demographic variables (gender, age, dining frequency, and per capita expenditures for each meal). If the results of the

ANOVA were significant, Tukey's HSD test was carried out to assess the significance of pairwise post hoc differences. Customers' demographics (gender, age, dining frequency, and per capita expenditures for each meal) were treated as independent variables and overall service quality as dependent variables.

Weighted Tangibles

As shown in Table 38, there were statistically significant differences in weighted tangibles based on gender ($F_{(1, 498)} = 9.653$, $p = .002$) and per capita expenditures for each meal ($F_{(4, 495)} = 15.005$, $p = .0001$). Tukey's HSD test was not conducted for gender because there were fewer than three groups. The result of the post hoc analysis showed that the respondents' per capita expenditures of each meal had significant difference among the four groups. First, the respondents' per capita expenditures for each meal between 400-800 Baht ($10-$20) had a higher significance difference than expenditures Under 400 Baht (Under $10). Second, the respondents' per capita expenditures for each meal between 801-1200 Baht ($20.01-$30) had a higher significance difference than expenditures Under 400 Baht (Under $10) and 400-800 Baht ($10-$20). Third and fourth, the respondents' per capita expenditures for each meal between 1201-1600 Baht ($30.01-$40) and Over 1600 Baht (Over $40) had a higher significance difference than expenditures Under 400 Baht (Under $10) and 400-800 Baht ($10-$20). In addition, there were no statistically significant differences in weighted tangibles based on age and dining frequency ($p > .05$).

Table 38

ANOVA of Weighted Tangibles by Gender

Sources	Sum of Squares	df	Mean Square	F	p
Gender	.664	1	.664	9.653	.002*
Error	34.256	498	.069		
Total	34.920	499			

* P ≤ .05

ANOVA of Weighted Tangibles by Per Capita Expenditures for Each Meal

Sources	Sum of Squares	df	Mean Square	F	p
Per Capita Expenditures for Each Meal	3.776	4	.944	15.005	.0001*
Error	31.143	495	.063		
Total	34.920	499			

* P ≤ .05

Weighted Reliability

As shown in Table 39, the results of the ANOVA showed that there were statistically significant differences in weighted reliability based on gender ($F_{(1, 498)} = 9.163$, $p = .003$), age ($F_{(4, 495)} = 4.335$, $p = .002$) and per capita expenditures for each meal ($F_{(4, 495)} = 9.259$, $p = .0001$). Tukey's HSD test was not conducted for gender and age because there were fewer than three groups or one group had fewer than two cases. The result of the post hoc analysis showed that the respondents' per capita expenditures of each meal between 801-1200 Baht ($20.01-$30) had a higher significance difference than expenditures Under 400 Baht (Under $10) and 400-800 Baht ($10-$20). The

respondents' per capita expenditures of each meal at Over 1600 Baht (Over $40) had a higher significance difference than expenditures among Under 400 Baht (Under $10), 400-800 Baht ($10-$20), and 801-1200 Baht ($20.01-$30). In addition, there was no statistically significant difference in weighted reliability based on dining frequency ($p > .05$).

Table 39

ANOVA of Weighted Reliability by Gender

Sources	Sum of Squares	df	Mean Square	F	p
Gender	.502	1	.502	9.163	.003*
Error	27.271	498	.055		
Total	27.773	499			

* P ≤ .05

ANOVA of Weighted Reliability by Age

Sources	Sum of Squares	df	Mean Square	F	p
Age	.940	4	.235	4.335	.002*
Error	26.833	495	.054		
Total	27.773	499			

* P ≤ .05

ANOVA of Weighted Reliability by Per Capita Expenditures for Each Meal

Sources	Sum of Squares	df	Mean Square	F	p
Per Capita Expenditures for Each Meal	1.933	4	.483	9.259	.0001*
Error	25.839	495	.052		
Total	27.773	499			

* $P \leq .05$

Weighted Responsiveness

As shown in Table 40, the results of the ANOVA showed that there were statistically significant differences in weighted responsiveness based on gender ($F_{(1, 498)} = 15.279$, $p = .0001$), age ($F_{(4, 495)} = 4.086$, $p = .003$), and per capita expenditures for each meal ($F_{(4, 495)} = 14.480$, $p = .0001$). Tukey's HSD test was not conducted for gender and age because there were fewer than three groups or one group had fewer than two cases. The result of the post hoc analysis showed that the respondents' per capita expenditures for each meal had a significant difference among the three groups. First, the respondents' per capita expenditures for each meal between 801-1200 Baht ($20.01-$30) had a higher significance difference than expenditures Under 400 Baht (Under $10). Second, the respondents' per capita expenditures for each meal between 1201-1600 Baht ($30.01-$40) had a higher significance difference than expenditures Under 400 Baht (Under $10). Third, the respondents' per capita expenditures for each meal at Over 1600 Baht (Over $40) had a higher significance difference than expenditures among Under 400 Baht (Under $10), 400-800 Baht ($10-$20), and 801-1200 Baht ($20.01-$30). In addition, there was no statistically significant difference in weighted responsiveness based on dining frequency ($p > .05$).

Table 40

ANOVA of Weighted Responsiveness by Gender

Sources	Sum of Squares	df	Mean Square	F	p
Gender	.726	1	.726	15.279	.0001*
Error	23.663	498	.048		
Total	24.389	499			

* P ≤ .05

ANOVA of Weighted Responsiveness by Age

Sources	Sum of Squares	df	Mean Square	F	p
Age	.779	4	.195	4.086	.003*
Error	23.609	495	.048		
Total	24.389	499			

* P ≤ .05

ANOVA of Weighted Responsiveness by Per Capita Expenditures for Each Meal

Sources	Sum of Squares	df	Mean Square	F	p
Per Capita Expenditures for Each Meal	2.555	4	.639	14.480	.0001*
Error	21.834	495	.044		
Total	24.389	499			

* P ≤ .05

Weighted Assurance

As shown in Table 41, the results of the ANOVA showed that there were statistically significant differences in weighted assurance based on gender ($F_{(1, 498)} = 8.681$, $p = .003$) and per capita expenditures for each meal ($F_{(4, 495)} = 14.493$, $p = .0001$). Tukey's HSD test was not conducted for gender because there were fewer than three groups. The result of the post hoc analysis showed that the respondents' per capita expenditures for each meal had a significant difference among the three groups. First, the respondents' per capita expenditures for each meal between 801-1200 Baht ($20.01-$30) had a higher significance difference than expenditures Under 400 Baht (Under $10) and 400-800 Baht ($10-$20). Second, the respondents' per capita expenditures for each meal between 1201-1600 Baht ($30.01-$40) had a higher significance difference than expenditures Under 400 Baht (Under $10). Third, the respondents' per capita expenditures for each meal at Over 1600 Baht (Over $40) had a higher significance difference than expenditures among Under 400 Baht ($10), 400-800 Baht ($10-$20), 801-1200 Baht ($20.01-$30), and 201-1600 Baht ($30.01-$40). In addition, there were no statistically significant differences in weighted assurance based on age and dining frequency ($p > .05$).

Table 41

ANOVA of Weighted Assurance by Gender

Sources	Sum of Squares	df	Mean Square	F	p
Gender	.434	1	.434	8.681	.003*
Error	24.873	498	.050		
Total	25.306	499			

* P ≤ .05

ANOVA of Weighted Assurance by Per Capita Expenditures for Each Meal

Sources	Sum of Squares	df	Mean Square	F	p
Per Capita Expenditures for Each Meal	2.653	4	.663	14.493	.0001*
Error	22.653	495	.046		
Total	25.306	499			

* P ≤ .05

Weighted Empathy

As shown in Table 42, the results of the ANOVA showed that there were statistically significant differences in weighted empathy based on gender ($F_{(1, 498)} = 9.540$, $p = .002$), age ($F_{(4, 495)} = 2.669$, $p = .032$), and per capita expenditures for each meal ($F_{(4, 495)} = 13.197$, $p = .0001$). Tukey's HSD test was not conducted for gender and age because there were fewer than three groups or one group had fewer than two cases. The result of the post hoc analysis showed that the respondents' per capita expenditures for each meal was a significantly different among the four groups. First, the respondents' per capita expenditures for each meal between 400-800 Baht ($10-$20)

showed a higher significance difference than expenditures Under 400 Baht (Under $10). Second, the respondents' per capita expenditures for each meal between 801-1200 Baht ($20.01-$30) showed a higher significance difference than expenditures Under 400 Baht (Under $10) and 400-800 Baht ($10-$20). Third, the respondents' per capita expenditures for each meal between 1201-1600 Baht ($30.01-$40) showed a higher significance difference than expenditures Under 400 Baht (Under $10). Lastly, the respondents' per capita expenditures for each meal at Over 1600 Baht (Over $40) showed a higher significance difference than expenditures among Under 400 Baht ($10), 400-800 Baht ($10-$20), 801-1200 Baht ($20.01-$30), and 1201-1600 Baht ($30.01-$40) groups. Moreover, there were no statistically significant differences in weighted empathy based on dining frequency ($p > .05$).

Table 42

ANOVA of Weighted Empathy by Gender

Sources	Sum of Squares	df	Mean Square	F	p
Gender	.629	1	.629	9.540	.002*
Error	32.855	498	.066		
Total	33.484	499			

* $P \leq .05$

ANOVA of Weighted Empathy by Age

Sources	Sum of Squares	df	Mean Square	F	p
Age	.707	4	.177	2.669	.032*
Error	32.777	495	.066		
Total	33.484	499			

* P ≤ .05

ANOVA of Weighted Empathy by Per Capita Expenditures for Each Meal

Sources	Sum of Squares	df	Mean Square	F	p
Per Capita Expenditures for Each Meal	3.227	4	.807	13.197	.0001*
Error	30.258	495	.061		
Total	33.484	499			

* P ≤ .05

H_{11}: There is a significant difference in overall service quality between the type of customers (Thai and International).

One-way ANOVA was used to determine whether there was a statistically significant difference in overall service quality (tangibles, reliability, responsiveness, assurance, and empathy) with the type of customers (Thai and International). If the results of the ANOVA were statistically significant, Tukey's HSD test was carried out to assess the significance of pairwise post hoc differences. Type of customers (Thai and International) was treated as independent variable and overall service quality as dependent variable.

As shown in Table 43, the results of the ANOVA showed that there were statistically significant differences in weighted reliability ($F_{(1, 498)} = 11.724$, $p = .001$), weighted responsiveness, ($F_{(1, 498)} = 14.552$, $p = .0001$), weighted assurance ($F_{(1, 498)} = 10.609$, $p = .001$), and weighted empathy ($F_{(1, 498)} = 8.865$, $p = .003$) between Thai and international customers. Since there were fewer than three groups, pairwise comparison using Tukey's HSD was not used to test for the means of weighted reliability, weighted responsiveness, weighted assurance, and weighted empathy. Additionally, there was no statistically significant difference in weighted tangibles between Thai and international customers ($p > .05$). Therefore, hypothesis 11, "There is a significant difference in overall service quality between the type of customers (Thai and International)" was supported relative to weighted reliability, weighted responsiveness, weighted assurance, and weighted empathy.

Table 43

ANOVA of Weighted Reliability between Thai and International Customers

Sources	Sum of Squares	df	Mean Square	F	p
Customers	.639	1	.639	11.724	.001*
Error	27.134	498	.054		
Total	27.773	499			

* $P \leq .05$

ANOVA of Weighted Responsiveness between Thai and International Customers

Sources	Sum of Squares	df	Mean Square	F	p
Customers	.692	1	.692	14.552	.0001*
Error	23.696	498	.048		
Total	24.389	499			

* P ≤ .05

ANOVA of Weighted Assurance between Thai and International Customers

Sources	Sum of Squares	df	Mean Square	F	p
Customers	.528	1	.528	10.609	.001*
Error	24.778	498	.050		
Total	25.306	499			

* P ≤ .05

ANOVA of Weighted Empathy between Thai and International Customers

Sources	Sum of Squares	df	Mean Square	F	p
Customers	.586	1	.586	8.865	.003*
Error	32.899	498	.066		
Total	33.484	499			

* P ≤ .05

H_{12}: There is a significant difference in overall service quality with type of casual dining restaurants.

One-way ANOVA was used to determine whether there was a statistically significant difference in overall service quality (tangibles, reliability, responsiveness, assurance, and empathy) with type of casual dining restaurants. If the results of the ANOVA were statistically significant, Tukey's HSD test was carried out to assess the significance of pairwise post hoc differences. Type of casual dining restaurants (Japanese, Thai, Italian, and Mediterranean) was treated as independent variables and overall service quality as dependent variables. All the statistical significance tests were performed with the alpha level set at .05.

As shown in Table 44, the results of the ANOVA showed that there were statistically significant differences in weighted responsiveness, ($F_{(3, 496)} = 2.892$, $p = .035$), weighted assurance ($F_{(3, 496)} = 4.275$, $p = .005$), and weighted empathy ($F_{(3, 496)} = 5.321$, $p = .001$) with type of casual dining restaurants. Tukey's HSD test was performed for overall service quality in order to assess which types of causal dining restaurants showed the significant differences. The result of the post hoc analysis showed that Thai casual dining restaurant had a higher significance difference than Italian casual dining restaurant in weighted responsiveness and weighted assurance. Thai casual dining restaurant also had a higher significance difference than Japanese and Italian casual dining restaurants in weighted empathy. Additionally, there were no statistically significant differences in weighted tangibles and weighted reliability with type of causal

dining restaurants (p > .05). Therefore, hypothesis 12, "There is a significant difference in overall service quality with type of casual dining restaurants" was supported.

Table 44

ANOVA of Weighted Responsiveness by Type of Casual Dining Restaurants

Sources	Sum of Squares	df	Mean Square	F	p
Restaurants	.419	3	.140	2.892	.035*
Error	23.969	496	.048		
Total	24.389	499			

* P ≤ .05

ANOVA of Weighted Assurance by Type of Casual Dining Restaurants

Sources	Sum of Squares	df	Mean Square	F	p
Restaurants	.638	3	.213	4.275	.005*
Error	24.668	496	.050		
Total	25.306	499			

* P ≤ .05

ANOVA of Weighted Empathy by Type of Casual Dining Restaurants

Sources	Sum of Squares	df	Mean Square	F	p
Restaurants	1.042	3	.347	5.312	.001*
Error	32.442	496	.065		
Total	33.484	499			

* P ≤ .05

Table 45

Comparative of ANOVA of Service Quality Factors and Overall Service Quality by Customers' Demographic Profiles of Full Study

	Customers' Demographic Profile			
	Gender	Age	Dining Frequency	Per Capita Expenditures for Each Meal
Service Quality Factors:**				
F1: Personnel and Customers' Relationship	p = .170	p = .196	p = .268	**p = .005***
F2: Environment and Service Provider	p = .131	p = .483	p = .188	**p = .0001***
F3: Service Providers' Attitude and Competencies	**p = .042***	p = .265	p = .220	**p = .004***
F4: Service Providers' Initiative in Guest's Service	**p = .004***	**p = .005***	p = .085	**p = .026***
Overall Service Quality*:**				
Weighted Tangibles	**p = .002***	p = .102	p = .287	**p = .0001***
Weighted Reliability	**p = .003***	**p = .002***	p = .173	**p = .0001***
Weighted Responsiveness	**p = .0001***	**p = .003***	p = .053	**p = .0001***
Weighted Assurance	**p = .003***	p = .178	p = .153	**p = .0001***
Weighted Empathy	**p = .002***	**p = .032***	p = .104	**p = .0001***

* $p \leq .05$
** Service quality factors refer to factor analysis
*** Overall service quality refers to term of weighted = mean of service quality dimension multiplied by the weighted percentage of each item.

Independent-Samples t Test

Independent-samples t test was used to compare the means among Thai and international customers. In order to compare the responses of Thai and international customers relative to the 30 service quality attributes. The results showed that the test for homogenously of variance was achieved through. The use of Levene test for equality of variance. Since the test is significant ($p < .05$), the researcher rejected the null hypothesis and accepted the alternative hypothesis that the variances are unequal.

Service Quality Attributes

Table 46, the independent-samples t test analysis indicated that international customers had a higher means than that of Thai customers. There was twenty-four service quality attributes were significant relative to Thai and international customers in casual dining restaurants in Phuket. These attributes were: menu reflects images, service in the time promised, employees quickly correct, service is consistent, accurate guest check, serve food exactly as you ordered, food prices are charged same as in menu, service will be performed, during busy time has enough employee, employees provide quick service, employees respond promptly, willing to help, give extra effort, employees answer questions accurately, you feel comfortable, employees give information, personnel has well trained, support their employees, employees are polite, personal attention, know your needs, operation hours are convenient, best interest at heart, and considers your needs.

Table 46 showed how Thai and international customers rated the importance of service quality attributes in the casual dining restaurants in Phuket. With regard to the twenty-four SERVQUAL attributes Thai and international customers stated that "accurate guest check" was the most important attribute, followed closely by employees are polite, considers your needs, and employees quickly correct. The findings showed that the top five attributes of service quality for the Thai customers that reflected the perspective of the mean value of service quality in casual dining restaurants were: (1) accurate guest check (1.08), (2) employees are polite (1.02), (3) employees quickly correct (0.97), (4) serve food exactly as you ordered (0.97), and (5) considers your needs (0.97). The top five attributes of service quality for the international customers that reflected the perspective of the mean value of service quality in casual dining restaurants were: (1) accurate guest check (1.33), (2) employees are polite (1.33), (3) service is consistent (1.32), (4) considers your needs (1.28), and (5) employees quickly correct (1.26).

Table 46

Independent-Samples t Test of Service Quality Attributes by Type of Customers (N = 500)

Service Quality Attributes	Thai n = 273 Mean(SD)	International n = 227 Mean(SD)	Equal Variances Not Assumed Mean Difference	t	Sig. (2 tailed)
Menu reflects images	.95(1.22)	1.23(1.38)	-.277	-2.355	.019*
Service in the time promised	.80(1.09)	1.15(1.39)	-.351	-3.090	.002*
Employees quickly correct	.97(1.10)	1.26(1.35)	-.288	-2.583	.010*
Service is consistent	.96(1.18)	1.32(1.37)	-.361	-3.126	.002*
Accurate guest check	1.08(1.08)	1.33(1.41)	-.249	-2.182	.030*
Serve food exactly as you ordered	.97(1.15)	1.30(1.44)	-.325	-2.755	.006*
Food prices are charged same as in menu	.89(1.20)	1.19(1.50)	-.300	-2.433	.015*
Service will be performed	.75(1.14)	1.01(1.44)	-.266	-2.253	.025*
During busy time has enough employee	.81(1.21)	1.11(1.46)	-.297	-2.439	.015*
Employees provide quick service	.70(1.16)	1.15(1.50)	-.446	-3.664	.000*
Employees respond promptly	.87(1.17)	1.24(1.48)	-.366	-3.021	.003*
Willing to help	.90(1.14)	1.23(1.36)	-.329	-2.889	.004*
Give extra effort	.84(1.25)	1.19(1.47)	-.343	-2.778	.006*
Employees answer questions accurately	.81(1.20)	1.12(1.39)	-.317	-2.690	.007*
You feel comfortable	.92(1.15)	1.20(1.35)	-.280	-2.460	.014*
Employees give information	.99(1.18)	1.39(1.33)	-.395	-3.474	.001*
Personnel has well trained	.72(1.23)	1.14(1.45)	-.419	-3.405	.001*
Support their employees	.86(1.18)	1.26(1.43)	-.403	-3.402	.001*
Employees are polite	1.02(1.17)	1.33(1.38)	-.316	-2.733	.007*
Personal attention	.77(1.32)	1.16(1.48)	-3.94	-3.110	.002*
Know your needs	.82(1.16)	1.19(1.46)	-.365	-3.052	.002*
Operation hours are convenient	.84(1.25)	1.18(1.43)	-.342	-2.821	.005*
Best interest at heart	.91(1.24)	1.24(1.43)	-.334	-2.753	.005*
Considers your needs	.97(1.28)	1.28(1.54)	-.311	-2.430	.016*

*$p \leq 0.05$

Overall Service Quality

Table 47, the independent-samples t test analysis indicated that there were significant difference between Thai and international customers in overall service quality with regard to weighted reliability, weighted responsiveness, weighted assurance, and weighted empathy. International customers had a higher means than Thai customers did in overall service quality. The findings showed that 273 Thai customers had the most perspective of overall service quality in weighted tangibles (0.20), followed by weighted reliability (0.19), weighted empathy (0.18), weighted assurance (0.17), and weighted responsiveness (0.15). The international customers had the most insight of the overall service quality in weighted reliability (0.26), weighted empathy (0.25), weighted assurance (0.24), and weighted responsiveness (0.23).

Table 47

Independent-Samples t Test of Overall Service Quality by Type of Customers (N = 500)

	Thai n = 273	International n = 227	Equal Variances Not Assumed		
Overall Service Quality	Mean(SD)	Mean(SD)	Mean Difference	t	Sig. (2 tailed)
Weighted Tangibles	.20(.24)	.22(.30)	-.02	-.639	.523
Weighted Reliability	.19(.20)	.26(.27)	-.07	-3.331	.001*
Weighted Responsiveness	.15(.18)	.23(.26)	-.08	-3.697	.000*
Weighted Assurance	.17(.20)	.24(.25)	-.06	-3.197	.001*
Weighted Empathy	.18(.23)	.25(.28)	-.07	-2.922	.004*

*$p \leq 0.05$

Chi-Square Tests of Independence

Chi-square tests of independence applied to the analysis of the relationship between service quality attributes and customers' demographic profile (gender, age, marital status, dining frequency, and per capita expenditures for each meal) among Thai and international customers. If the Pearson Chi-Square was significance ($p \leq .05$), then concluded that there was a significant difference among Thai and international customers.

Table 48 showed the results of Chi-Square between service quality attributes and customers' demographic profiles among Thai and international customers. The value of Chi-Square indicated that there were significant differences between service quality attributes and customers' demographic profiles (gender, age, marital status, dining frequency, and per capital expenditures for each meal) among Thai and international customers. The review of the crosstabulation showed that the relationships between service quality attributes and customers' demographic profiles were not the same when type of customers (Thai and international) had been taken into consideration. For example, gender, there were significantly different in Thai customers with regard to menu reflects image, customers feel comfortable, and employees give information to customers.

Table 48

Chi-Square Test of Thai and International Customers between Service Quality Attributes and Customers Demographic Profiles

	Customers Demographic Profiles									
	Gender(a)		Age(a)		Marital (a) Status		Dining (a) Frequency		Per Capita(a) Expenditures	
Service Quality Attributes	Thai	Inter	Thai	Inter	Thai	Inter	Thai	Inter	Thai	Inter
Parking is adequate	.649	.053	**.045***	**.020***	**.023***	.129	**.010***	.178	**.012***	.056
Dining is clean	.959	**.004***	.098	.181	.187	.432	.706	**.010***	**.006***	**.000***
Décor with restaurant image	.282	.388	.071	.130	.422	.115	.453	**.029***	.058	**.000***
Employees are well dressed	.087	.283	.241	**.013***	.544	.070	.619	.573	.690	.455
Menu reflects image	**.014***	**.042***	.105	**.014***	.067	**.035***	**.025***	**.006***	.379	**.001***
Restroom is clean	.117	**.035***	.269	.075	.521	.078	.109	.795	.012*	.095
Service in the time promised	.217	.111	**.025***	.053	.625	.102	.528	.125	.077	.065
Employees quickly correct	.319	.168	.241	.052	.207	.272	.512	.155	.386	.086
Service is consistent	.476	.275	.060	.077	.771	.163	.607	.499	.201	.156
Accurate guest check	.105	.182	.100	.532	.161	.076	.182	**.001***	.155	.058
Serve food exactly as you ordered	.514	.144	.086	.155	.089	.191	.363	.130	.607	.432
Food prices are charged same as menu	.094	.109	**.**061*	.071*	.052	.259	.652	.154	**.012***	.245
Service will be performed	.318	.087	.795	.098	.207	.088	.064	.328	.752	.095
During busy time has enough employees	.141	.074	.122	.222	.078	.096	.216	.401	.051	.351
Employees provide quick service	.796	.164	**.018***	.056	.194	.196	.717	.140	.499	.254
Employees respond promptly	.274	.057	.350	**.046***	.119	.405	.308	.132	.130	.059
Willing to help	.124	.053	.245	.204	.562	.443	.533	.059	.652	.344
Give extra effort	.053	.085	.116	.553	.619	.057	.814	.062	.109	.051
Employees answer questions accurately	.086	.383	**.005***	.164	.463	.092	.083	.054	.093	.140
Feel comfortable	**.022***	.285	.028*	.202	**.028***	.082	.310	**.001***	.083	.057
Employees give infor.	**.019***	.080	.105	.459	.092	**.026***	.913	.647	.176	.192
Personnel has well trained	.798	.488	.053	.093	.488	.902	.068	.125	.440	.068
Support their employees	.114	.235	.162	.586	.821	.078	.127	.078	.456	.103
Employees are polite	.085	.331	.126	.583	.433	.189	**.026***	.205	.451	.187
Personal attention	.184	.456	.234	.143	.339	.058	.078	.098	.647	.051
Know your needs	.313	.102	.378	.145	.165	.125	.879	.903	.378	.125
Operation hours are convenience	.288	.444	.191	.122	.363	.054	.836	.052	**.047***	**.000***
Best interest at heart	.439	.053	.145	.167	.294	.552	.056	.234	.552	.294
Customers feel special	.682	.054	.149	.114	.253	.126	.134	.089	.126	.165
Considers your needs	.597	.723	.161	.205	.673	.097	.071	.126	.124	.256

(a) Pearson Chi-Square Assumption Significance (2-sided)

* $p \leq 0.05$

Gender

Thai Customers

From the value of the Chi-Square indicated that there were significant differences between gender and service quality attributes among Thai customers with the three service quality attributes. These attributes were: (1) menu reflects image, (2) customers feel comfortable, and (3) employees give information to customers (Table 49).

Table 49

Crosstabulation of Thai Customers between Service Quality Attributes and Gender

Type of Customers				Gender		Total	Results
				Male	Female		
Thai	Menu reflects images	Less than expected	Count	8	11	19	There was a significant difference between menu reflects image and gender of respondents among Thai customers. The majority of female (40.3%) though that menu reflects image was greater than expected than male (26.4%).
			Expected Count	8.6	10.4	19.0	
			% within menu reflects images	42.1	57.9	100.0	
			% within What is your gender?	6.5	7.3	7.0	
			% of Total	**2.9**	**4.0**	**7.0**	
		Neutral	Count	43	29	72	
			Expected Count	32.4	39.6	72.0	
			% within menu reflects images	59.7	40.3	100.0	
			% within What is your gender?	35.0	19.3	26.4	
			% of Total	**15.8**	**10.6**	**26.4**	
		Greater than expected	Count	72	110	182	
			Expected Count	82	100	182	
			% within menu reflects images	39.6	60.4	100.0	
			% within What is your gender?	58.5	73.3	66.7	
			% of Total	**26.4**	**40.3**	**66.7**	
	Total		Count	123	150	273	
			Expected Count	123.0	150.0	273.0	
			% within menu reflects images	45.1	54.9	100.0	
			% within What is your gender?	100.0	100.0	100.0	
			% of Total	**45.1**	**54.9**	**100.0**	
			χ^2 = 8.54, (df = 2), p = .014				

Type of Customers				Gender			
				Male	Female	Total	Results
Thai	Feel comfortable	Less than expected	Count	2	9	11	There was a significant difference between customers feel comfortable and gender of respondent among Thai customers. The majority of female (37.0%) thought that customers feel comfortable was greater than expected than male (26.4%).
			Expected Count	5.0	6.0	11.0	
			% within feel comfortable	18.2	81.8	100.0	
			% within What is your gender?	1.6	6.0	4.0	
			% of Total	**0.7**	**3.3**	**4.0**	
		Neutral	Count	49	40	89	
			Expected Count	40.1	48.9	89.0	
			% within feel comfortable	55.1	44.9	100.0	
			% within What is your gender?	39.8	26.7	32.6	
			% of Total	**17.9**	**14.7**	**32.6**	
		Greater than expected	Count	72	101	173	
			Expected Count	77.9	95.1	173.0	
			% within feel comfortable	41.6	58.4	100.0	
			% within What is your gender?	58.5	67.3	63.4	
			% of Total	**26.4**	**37.0**	**63.4**	
	Total		Count	123	150	273	
			Expected Count	123	150	273	
			% within feel comfortable	45.05	54.95	100	
			% within What is your gender?	100	100	100	
			% of Total	**45.05**	**54.95**	**100**	
			χ^2 =7.63, (df = 2), p = .022				

Type of Customers				Gender			Results
				Male	Female	Total	
Thai	Employees give information	Less than expected	Count	3	12	15	There was a significant difference between employees give information to customers and gender of respondent among Thai customers. The majority of female (36.6%) thought that employees give information to customer was greater than expected than male (26.7%)
			Expected Count	6.8	8.2	15.0	
			% within employees give information	20.0	80.0	100.0	
			% within What is your gender?	2.4	8.0	5.5	
			% of Total	**1.1**	**4.4**	**5.5**	
		Neutral	Count	47	38	85	
			Expected Count	38.3	46.7	85.0	
			% within employees give information	55.3	44.7	100.0	
			% within What is your gender?	38.2	25.3	31.1	
			% of Total	**17.2**	**13.9**	**31.1**	
		Greater than expected	Count	73	100	173	
			Expected Count	77.9	95.1	173.0	
			% within employees give information	42.2	57.8	100.0	
			% within What is your gender?	59.3	66.7	63.4	
			% of Total	**26.7**	**36.6**	**63.4**	
	Total		Count	123	150	273	
			Expected Count	123.0	150.0	273.0	
			% within employees give information	45.1	54.9	100.0	
			% within What is your gender?	100.0	100.0	100.0	
			% of Total	**45.1**	**54.9**	**100.0**	
			χ^2 =7.97, (df = 2), p = .019				

International Customers

From the value of the Chi-Square indicated that there were significant differences between gender and service quality attributes among international customers with the three service quality attributes. These attributes were: (1) dining is clean, (2) menu reflects image, and (3) restroom is clean (Table 50).

Table 50

Crosstabulation of International Customers between Service Quality Attributes and Gender

Type of Customers				Gender			Results
				Male	Female	Total	
International	Dining is clean	Less than expected	Count	18	6	24	There was a significant difference between parking is adequate and gender of respondents among international customers. The majority of female (42.3%) thought that parking is adequate was greater than expected than male (26.9%).
			Expected Count	10.4	13.6	24.0	
			% within dining is clean	75.0	25.0	100.0	
			% within What is your gender?	18.4	4.7	10.6	
			% of Total	**7.9**	**2.6**	**10.6**	
		Neutral	Count	19	27	46	
			Expected Count	19.9	26.1	46.0	
			% within dining is clean	41.3	58.7	100.0	
			% within What is your gender?	19.4	20.9	20.3	
			% of Total	**8.4**	**11.9**	**20.3**	
		Greater than expected	Count	61	96	157	
			Expected Count	67.8	89.2	157.0	
			% within dining is clean	38.9	61.1	100.0	
			% within What is your gender?	62.2	74.4	69.2	
			% of Total	**26.9**	**42.3**	**69.2**	
	Total		Count	98	129	227	
			Expected Count	98.0	129.0	227.0	
			% within dining is clean	43.2	56.8	100.0	
			% within What is your gender?	100.0	100.0	100.0	
			% of Total	**43.2**	**56.8**	**100.0**	
			χ^2 =11.17, (df = 2), p = .004				

Type of Customers				Gender			
				Male	Female	Total	Results
International	Menu reflects images	Less than expected	Count	13	6	19	There was a significant difference between menu reflects image and gender of respondents among international customers. The majority of female (42.7%) thought that menu reflects image was greater than expected than male (27.3%).
			Expected Count	8.2	10.8	19.0	
			% within menu reflects images	68.4	31.6	100.0	
			% within What is your gender?	13.3	4.7	8.4	
			% of Total	**5.7**	**2.6**	**8.4**	
		Neutral	Count	23	26	49	
			Expected Count	21.2	27.8	49.0	
			% within menu reflects images	46.9	53.1	100.0	
			% within What is your gender?	23.5	20.2	21.6	
			% of Total	**10.1**	**11.5**	**21.6**	
		Greater than expected	Count	62	97	159	
			Expected Count	68.6	90.4	159.0	
			% within menu reflects images	39.0	61.0	100.0	
			% within What is your gender?	63.3	75.2	70.0	
			% of Total	**27.3**	**42.7**	**70.0**	
	Total		Count	98	129	227	
			Expected Count	98.0	129.0	227.0	
			% within menu reflects images	43.2	56.8	100.0	
			% within What is your gender?	100.0	100.0	100.0	
			% of Total	**43.2**	**56.8**	**100.0**	
			χ^2 =6.35, (df = 2), p = .042				

Type of Customers				Gender			
				Male	Female	Total	Results
International	Restroom is clean	Less than expected	Count	16	9	25	There was a significant difference between restroom is clean and gender of respondents among international customers. The majority of female (37.0%) thought that restroom is clean was greater than expected than male (22.0%).
			Expected Count	10.8	14.2	25.0	
			% within restroom is clean	64.0	36.0	100.0	
			% within What is your gender?	16.3	7.0	11.0	
			% of Total	**7.0**	**4.0**	**11.0**	
		Neutral	Count	32	36	68	
			Expected Count	29.4	38.6	68.0	
			% within restroom is clean	47.1	52.9	100.0	
			% within What is your gender?	32.7	27.9	30.0	
			% of Total	**14.1**	**15.9**	**30.0**	
		Greater than expected	Count	50	84	134	
			Expected Count	57.9	76.1	134.0	
			% within restroom is clean	37.3	62.7	100.0	
			% within What is your gender?	51.0	65.1	59.0	
			% of Total	**22.0**	**37.0**	**59.0**	
	Total		Count	98	129	227	
			Expected Count	98.0	129.0	227.0	
			% within restroom is clean	43.2	56.8	100.0	
			% within What is your gender?	100.0	100.0	100.0	
			% of Total	**43.2**	**56.8**	**100.0**	
			χ^2 =6.71, (df = 2), p = .035				

Age

Thai Customers

From the value of the Chi-Square indicated that there were significant differences between age and service quality attributes among Thai customers with the four service quality attributes. These attributes were: (1) parking is adequate, (2) service in the time promised, (3) employees provide quick service, and (4) employees answer questions accurately (Table 51).

Table 51

Crosstabulation of Thai Customers between Service Quality Attributes and Age

Type of Customers				Age 20-29 yrs.	Age Over 30-39 yrs.	Total	Results
Thai	Parking is adequate	Less than expected	Count	8	31	39	There was a significant difference between parking is adequate and age of respondents among Thai customers. The majority of the age group over 30-39 years (27.5%) thought that parking is adequate greater than expected than the age group of 20-29 years (19.8%).
			Expected Count	15.0	24.0	39.0	
			% within parking is adequate	20.5	79.5	100.0	
			% within What is your age?	7.6	18.5	14.3	
			% of Total	**2.9**	**11.4**	**14.3**	
		Neutral	Count	43	62	105	
			Expected Count	40.4	64.6	105.0	
			% within parking is adequate	41.0	59.0	100.0	
			% within What is your age?	41.0	36.9	38.5	
			% of Total	**15.8**	**22.7**	**38.5**	
		Greater than expected	Count	54	75	129	
			Expected Count	49.6	79.4	129.0	
			% within parking is adequate	41.9	58.1	100.0	
			% within What is your age?	51.4	44.6	47.3	
			% of Total	**19.8**	**27.5**	**47.3**	
	Total		Count	105	168	273	
			Expected Count	105.0	168.0	273.0	
			% within parking is adequate	38.5	61.5	100.0	
			% within What is your age?	100.0	100.0	100.0	
			% of Total	**38.5**	**61.5**	**100.0**	
			χ^2 =6.21, (df = 2), p = .045				

Type of Customers				Age 20-29 yrs.	Age Over 30-39 yrs.	Total	Results
Thai	Service in the time promised	Less than expected	Count	2	18	20	There was a significant difference between service in the time promised and age of respondents among Thai customers. The majority of the age group of over 30-39 years (35.5%) thought that service in the time promised was greater than expected than the age group of 20-29 years (24.5%).
			Expected Count	7.7	12.3	20.0	
			% within service in the time promised	10.0	90.0	100.0	
			% within What is your age?	1.9	10.7	7.3	
			% of Total	**0.7**	**6.6**	**7.3**	
		Neutral	Count	36	53	89	
			Expected Count	34.2	54.8	89.0	
			% within service in the time promised	40.4	59.6	100.0	
			% within What is your age?	34.3	31.5	32.6	
			% of Total	**13.2**	**19.4**	**32.6**	
		Greater than expected	Count	67	97	164	
			Expected Count	63.1	100.9	164.0	
			% within service in the time promised	40.9	59.1	100.0	
			% within What is your age?	63.8	57.7	60.1	
			% of Total	**24.5**	**35.5**	**60.1**	
	Total		Count	105	168	273	
			Expected Count	105.0	168.0	273.0	
			% within service in the time promised	38.5	61.5	100.0	
			% within What is your age?	100.0	100.0	100.0	
			% of Total	**38.5**	**61.5**	**100.0**	
			χ^2 =7.39, (df = 2), p = .025				

Type of Customers				Age 20-29 yrs.	Age Over 30-39 yrs.	Total	Results
Thai	Employees provide quick service	Less than expected	Count	4.0	24.0	28.0	There was a significant difference between employees provide quick service and age of respondents among Thai customers. The majority of the age group of over 30-39 years (32.2%) thought that employees provide quick service was greater than the age group of 20-29 years (21.2%).
			Expected Count	10.8	17.2	28.0	
			% within employees provide quick service	14.29	85.71	100	
			% within What is your age?	3.8	14.3	10.3	
			% of Total	**1.5**	**8.8**	**10.3**	
		Neutral	Count	43.0	56.0	99.0	
			Expected Count	38.1	60.9	99.0	
			% within employees provide quick service	43.43	56.57	100	
			% within What is your age?	41.0	33.3	36.3	
			% of Total	**15.8**	**20.5**	**36.3**	
		Greater than expected	Count	58.0	88.0	146.0	
			Expected Count	56.2	89.8	146.0	
			% within employees provide quick service	39.73	60.27	100	
			% within What is your age?	55.2	52.4	53.5	
			% of Total	**21.2**	**32.2**	**53.5**	
	Total		Count	105.0	168.0	273.0	
			Expected Count	105.0	168.0	273.0	
			% within employees provide quick service	38.5	61.5	100.0	
			% within What is your age?	100.0	100.0	100.0	
			% of Total	**38.5**	**61.5**	**100.0**	
			χ^2 =8.05, (df = 2), p = .018				

Type of Customers				Age 20-29 yrs.	Age Over 30-39 yrs.	Total	Results
Thai	Employees answer questions accurately	Less than expected	Count	1	15	16	There was a significant difference between employees answer questions accurately and age of respondents among Thai customers. The majority of the age group of over 30-39 years (35.9%) thought that employees answer questions accurately was greater than the age group of 20-29 years (20.1%).
			Expected Count	6.2	9.8	16.0	
			% within employees answer questions accurately	6.3	93.8	100.0	
			% within What is your age?	1.0	8.9	5.9	
			% of Total	**0.4**	**5.5**	**5.9**	
		Neutral	Count	49	55	104	
			Expected Count	40.0	64.0	104.0	
			% within employees answer questions accurately	47.1	52.9	100.0	
			% within What is your age?	46.7	32.7	38.1	
			% of Total	**17.9**	**20.1**	**38.1**	
		Greater than expected	Count	55	98	153	
			Expected Count	58.8	94.2	153.0	
			% within employees answer questions accurately	35.9	64.1	100.0	
			% within What is your age?	52.4	58.3	56.0	
			% of Total	**20.1**	**35.9**	**56.0**	
	Total		Count	105	168	273	
			Expected Count	105.0	168.0	273.0	
			% within employees answer questions accurately	38.5	61.5	100.0	
			% within What is your age?	100.0	100.0	100.0	
			% of Total	**38.5**	**61.5**	**100.0**	

International Customers

From the value of the Chi-Square indicated that there were significant differences between age and service quality attributes among international customers with the four service quality attributes. These attributes were: (1) parking is adequate, (2) employees are well dressed, (3) menu reflects image, and (4) employees respond promptly (Table 52).

Table 52

Crosstabulation of International Customers between Service Quality Attributes and Age

Type of Customers				Age 20-29 yrs.	Age Over 30-39 yrs.	Total	Results
International	Parking is adequate	Less than expected	Count	11	40	51	There was a significant difference between parking is adequate and age of respondents among international customers. The majority of the age group of over 30-39 years (34.8%) thought that parking is adequate was greater than expected than the age group of 20-29 years (22.0%).
			Expected Count	16.0	35.0	51.0	
			% within parking is adequate	21.6	78.4	100.0	
			% within What is your age?	15.5	25.6	22.5	
			% of Total	**4.8**	**17.6**	**22.5**	
		Neutral	Count	10	37	47	
			Expected Count	14.7	32.3	47.0	
			% within parking is adequate	21.3	78.7	100.0	
			% within What is your age?	14.1	23.7	20.7	
			% of Total	**4.4**	**16.3**	**20.7**	
		Greater than expected	Count	50	79	129	
			Expected Count	40.3	88.7	129.0	
			% within parking is adequate	38.8	61.2	100.0	
			% within What is your age?	70.4	50.6	56.8	
			% of Total	**22.0**	**34.8**	**56.8**	
	Total		Count	71	156	227	
			Expected Count	71.0	156.0	227.0	
			% within parking is adequate	31.3	68.7	100.0	
			% within What is your age?	100.0	100.0	100.0	
			% of Total	**31.3**	**68.7**	**100.0**	
			χ^2 =7.78, (df = 2), p = .020				

Type of Customers				Age 20-29 yrs.	Age Over 30-39 yrs.	Total	Results
International	Employees are well dressed	Less than expected	Count	3	23	26	There was a significant difference between employees are well dressed and age of respondents among international customers. The majority of the age group of over 30-39 years (44.5%) thought that employees are well dressed was greater than expected than the age group of 20-29 years (26.0%).
			Expected Count	8.1	17.9	26.0	
			% within employees are well dressed	11.5	88.5	100.0	
			% within What is your age?	4.2	14.7	11.5	
			% of Total	**1.3**	**10.1**	**11.5**	
		Neutral	Count	9	32	41	
			Expected Count	12.8	28.2	41.0	
			% within employees are well dressed	22.0	78.0	100.0	
			% within What is your age?	12.7	20.5	18.1	
			% of Total	**4.0**	**14.1**	**18.1**	
		Greater than expected	Count	59	101	160	
			Expected Count	50.0	110.0	160.0	
			% within employees are well dressed	36.9	63.1	100.0	
			% within What is your age?	83.1	64.7	70.5	
			% of Total	**26.0**	**44.5**	**70.5**	
	Total		Count	71	156	227	
			Expected Count	71.0	156.0	227.0	
			% within employees are well dressed	31.3	68.7	100.0	
			% within What is your age?	100.0	100.0	100.0	
			% of Total	**31.3**	**68.7**	**100.0**	
			χ^2 =8.70, (df = 2), p = .013				

Type of Customers				Age 20-29 yrs.	Age Over 30-39 yrs.	Total	Results
International	Menu reflects images	Less than expected	Count	4	15	19	There was a significant difference between menu reflects image and age of respondents among International customers. The majority of the age group of over 30-39 years (44.1%) thought that menu reflects image was greater than expected than the age group of 20-29 years (26.0%).
			Expected Count	5.9	13.1	19.0	
			% within menu reflects images	21.1	78.9	100.0	
			% within What is your age?	5.6	9.6	8.4	
			% of Total	**1.8**	**6.6**	**8.4**	
		Neutral	Count	8	41	49	
			Expected Count	15.3	33.7	49.0	
			% within menu reflects images	16.3	83.7	100.0	
			% within What is your age?	11.3	26.3	21.6	
			% of Total	**3.5**	**18.1**	**21.6**	
		Greater than expected	Count	59	100	159	
			Expected Count	49.7	109.3	159.0	
			% within menu reflects images	37.1	62.9	100.0	
			% within What is your age?	83.1	64.1	70.0	
			% of Total	**26.0**	**44.1**	**70.0**	
	Total		Count	71	156	227	
			Expected Count	71.0	156.0	227.0	
			% within menu reflects images	31.3	68.7	100.0	
			% within What is your age?	100.0	100.0	100.0	
			% of Total	**31.3**	**68.7**	**100.0**	
			χ^2 =8.53, (df = 2), p = .014				

Type of Customers				Age 20-29 yrs.	Age Over 30-39 yrs.	Total	Results
International	Employees respond promptly	Less than expected	Count	4	20	24	There was a significant difference between employees respond promptly and age of respondents among International customers. The majority of the age group of over 30-39 years (44.1%) thought that employees respond promptly was greater than expected than the age group of 20-29 years (25.1%).
			Expected Count	7.5	16.5	24.0	
			% within employees respond promptly	16.7	83.3	100.0	
			% within What is your age?	5.6	12.8	10.6	
			% of Total	**1.8**	**8.8**	**10.6**	
		Neutral	Count	10	36	46	
			Expected Count	14.4	31.6	46.0	
			% within employees respond promptly	21.7	78.3	100.0	
			% within What is your age?	14.1	23.1	20.3	
			% of Total	**4.4**	**15.9**	**20.3**	
		Greater than expected	Count	57	100	157	
			Expected Count	49.1	107.9	157.0	
			% within employees respond promptly	36.3	63.7	100.0	
			% within What is your age?	80.3	64.1	69.2	
			% of Total	**25.1**	**44.1**	**69.2**	
	Total		Count	71	156	227	
			Expected Count	71.0	156.0	227.0	
			% within employees respond promptly	31.3	68.7	100.0	
			% within What is your age?	100.0	100.0	100.0	
			% of Total	**31.3**	**68.7**	**100.0**	
			χ^2 =6.18, (df = 2), p = .046				

Marital Status

Thai Customers

From the value of the Chi-Square indicated that there were significant differences between marital status and service quality attributes among Thai customers with the two service quality attributes. These attributes were: (1) parking is adequate and (2) customers feel comfortable (Table 53).

Table 53

Crosstabulation of Thai Customers between Service Quality Attributes and Marital Status

Type of Customers				Marital Status			Results
				Single	Married	Total	
Thai	Parking is adequate	Less than expected	Count	10	26	36	There was a significant difference between parking is adequate and marital status of respondents among Thai customers. The majority of single (25.5%) thought that parking is adequate was greater than expected than married (23.2%).
			Expected Count	17.7	18.3	36.0	
			% within parking is adequate	27.8	72.2	100.0	
			% within What is your marital status?	7.9	19.7	13.9	
			% of Total	**3.9**	**10.0**	**13.9**	
		Neutral	Count	51	46	97	
			Expected Count	47.6	49.4	97.0	
			% within parking is adequate	52.6	47.4	100.0	
			% within What is your marital status?	40.2	34.8	37.5	
			% of Total	**19.7**	**17.8**	**37.5**	
		Greater than expected	Count	66	60	126	
			Expected Count	61.8	64.2	126.0	
			% within parking is adequate	52.4	47.6	100.0	
			% within What is your marital status?	52.0	45.5	48.6	
			% of Total	**25.5**	**23.2**	**48.6**	
	Total		Count	127	132	259	
			Expected Count	127.0	132.0	259.0	
			% within parking is adequate	49.0	51.0	100.0	
			% within What is your marital status?	100.0	100.0	100.0	
			% of Total	**49.0**	**51.0**	**100.0**	
			χ^2 =7.56, (df = 2), p = .023				

Type of Customers				Marital Status			Results
				Single	Married	Total	
Thai	Customers feels comfortable	Less than expected	Count	0	7	7	There was a significant difference between customers feels comfortable and marital status of respondents among Thai customers. The majority of single (32.8%) thought that customers feels comfortable was greater than expected than married (30.9%).
			Expected Count	3.43	3.57	7.00	
			% within feel comfortable	0.00	100.00	100.00	
			% within What is your marital status?	0.00	5.30	2.70	
			% of Total	**0.00**	**2.70**	**2.70**	
		Neutral	Count	42	45	87	
			Expected Count	42.7	44.3	87.0	
			% within feel comfortable	48.3	51.7	100.0	
			% within What is your marital status?	33.1	34.1	33.6	
			% of Total	**16.2**	**17.4**	**33.6**	
		Greater than expected	Count	85	80	165	
			Expected Count	80.9	84.1	165.0	
			% within feel comfortable	51.5	48.5	100.0	
			% within What is your marital status?	66.9	60.6	63.7	
			% of Total	**32.8**	**30.9**	**63.7**	
	Total		Count	127	132	259	
			Expected Count	127.0	132.0	259.0	
			% within feel comfortable	49.0	51.0	100.0	
			% within What is your marital status?	100.0	100.0	100.0	
			% of Total	**49.0**	**51.0**	**100.0**	
			χ^2 =7.16, (df = 2), p = .028				

International Customers

From the value of the Chi-Square indicated that there were significant differences between marital status and service quality attributes among international customers with the two service quality attributes. These attributes were: (1) menu reflects image and (2) employees give information (Table 54).

Table 54

Crosstabulation of International Customers between Service Quality Attributes and Marital Status

Type of Customers				Marital Status			Results
				Single	Married	Total	
International	Menu reflects images	Less than expected	Count	14	5	19	There was a signifcant difference between menu reflects image and marital status of respondents among international customers. The majority of married (36.0%) thought that menu reflects image was greater than expected than single (33.8%).
			Expected Count	9.2	9.8	19.0	
			% within menu reflects images	73.7	26.3	100.0	
			% within What is your marital status?	12.8	4.3	8.4	
			% of Total	**6.2**	**2.2**	**8.4**	
		Neutral	Count	19	30	49	
			Expected Count	23.7	25.3	49.0	
			% within menu reflects images	38.8	61.2	100.0	
			% within What is your marital status?	17.4	25.9	21.8	
			% of Total	**8.4**	**13.3**	**21.8**	
		Greater than expected	Count	76	81	157	
			Expected Count	76.1	80.9	157.0	
			% within menu reflects images	48.4	51.6	100.0	
			% within What is your marital status?	69.7	69.8	69.8	
			% of Total	**33.8**	**36.0**	**69.8**	
	Total		Count	109	116	225	
			Expected Count	109.0	116.0	225.0	
			% within menu reflects images	48.4	51.6	100.0	
			% within What is your marital status?	100.0	100.0	100.0	
			% of Total	**48.4**	**51.6**	**100.0**	
			χ^2 =6.68, (df = 2), p = .035				

Type of Customers				Marital Status			Results
				Single	Married	Total	
International	Employees give information	Less than expected	Count	9	1	10	There was a significant difference between employees give information to customers and marital status of respondents among International customers. The majority of married (39.1%) thought that greater than expected than single (34.7%).
			Expected Count	4.8	5.2	10.0	
			% within employees give information	90.0	10.0	100.0	
			% within What is your marital status?	8.3	0.9	4.4	
			% of Total	**4.0**	**0.4**	**4.4**	
		Neutral	Count	22	27	49	
			Expected Count	23.7	25.3	49.0	
			% within employees give information	44.9	55.1	100.0	
			% within What is your marital status?	20.2	23.3	21.8	
			% of Total	**9.8**	**12.0**	**21.8**	
		Greater than expected	Count	78	88	166	
			Expected Count	80.4	85.6	166.0	
			% within employees give information	47.0	53.0	100.0	
			% within What is your marital status?	71.6	75.9	73.8	
			% of Total	**34.7**	**39.1**	**73.8**	
	Total		Count	109	116	225	
			Expected Count	109.0	116.0	225.0	
			% within employees give information	48.4	51.6	100.0	
			% within What is your marital status?	100.0	100.0	100.0	
			% of Total	**48.4**	**51.6**	**100.0**	
			χ^2 =7.30, (df = 2), p = .026				

Dining Frequency per Month

Thai Customers

From the value of the Chi-Square indicated that there were significant differences between dining frequency per month and service quality attributes among Thai customers with the three service quality attributes. These attributes were: (1) parking is adequate, (2) menu reflects image, and (3) employees are polite (Table 55).

Table 55

Crosstabulation of Thai Customers between Service Quality Attributes and Dining Frequency per Month

Type of Customers				Dining Frequency Per Month: 1 time	Dining Frequency Per Month: Over 2 times	Total	Results
Thai	Parking is adequate	Less than expected	Count	18	21	39	There was a significant difference between parking is adequate and dining frequency per month of respondents among Thai customers. The majority of customers' dining frequency over 2 times per month (26.7%)thought that greater than expected than customers' dining frequency 1 time per month (20.5%).
			Expected Count	20.0	19.0	39.0	
			% within parking is adequate	46.2	53.8	100.0	
			% within How many times do you dine in this restaurant in a month?	12.9	15.8	14.3	
			% of Total	**6.6**	**7.7**	**14.3**	
		Neutral	Count	66	39	105	
			Expected Count	53.8	51.2	105.0	
			% within parking is adequate	62.9	37.1	100.0	
			% within How many times do you dine in this restaurant in a month?	47.1	29.3	38.5	
			% of Total	**24.2**	**14.3**	**38.5**	
		Greater than expected	Count	56	73	129	
			Expected Count	66.2	62.8	129.0	
			% within parking is adequate	43.4	56.6	100.0	
			% within How many times do you dine in this restaurant in a month?	40.0	54.9	47.3	
			% of Total	**20.5**	**26.7**	**47.3**	
	Total		Count	140	133	273	
			Expected Count	140.0	133.0	273.0	
			% within parking is adequate	51.3	48.7	100.0	
			% within How many times do you dine in this restaurant in a month?	100.0	100.0	100.0	
			% of Total	**51.3**	**48.7**	**100.0**	
			χ^2 =9.24, (df = 2), p = .010				

Type of Customers				Dining Frequency Per Month: 1 time	Dining Frequency Per Month: Over 2 times	Total	Results
Thai	Menu reflects images	Less than expected	Count	13	6	19	There was a significant difference between menu reflects image and dining frequency per month of respondents among Thai customers. The majority of customers' dining frequency 1 time per month (36.3%)thought that greater than expected than customers' dining frequency over 2 times per month (30.4%).
			Expected Count	9.7	9.3	19.0	
			% within menu reflects images	68.4	31.6	100.0	
			% within How many times do you dine in this restaurant in a month?	9.3	4.5	7.0	
			% of Total	**4.8**	**2.2**	**7.0**	
		Neutral	Count	28	44	72	
			Expected Count	36.9	35.1	72.0	
			% within menu reflects images	38.9	61.1	100.0	
			% within How many times do you dine in this restaurant in a month?	20.0	33.1	26.4	
			% of Total	**10.3**	**16.1**	**26.4**	
		Greater than expected	Count	99	83	182	
			Expected Count	93.3	88.7	182.0	
			% within menu reflects images	54.4	45.6	100.0	
			% within How many times do you dine in this restaurant in a month?	70.7	62.4	66.7	
			% of Total	**36.3**	**30.4**	**66.7**	
	Total		Count	140	133	273	
			Expected Count	140.0	133.0	273.0	
			% within menu reflects images	51.3	48.7	100.0	
			% within How many times do you dine in this restaurant in a month?	100.0	100.0	100.0	
			% of Total	**51.3**	**48.7**	**100.0**	
			χ^2 =7.37, (df = 2), p = .025				

Type of Customers				Dining Frequency Per Month: 1 time	Dining Frequency Per Month: Over 2 times	Total	Results
Thai	Employees are polite	Less than expected	Count	10	1	11	There was a significant difference between employees are polite and dining frequency per month of respondents among Thai customers. The majority of customers' dining frequency 1 time per month (33.0%) thought that greater than expected than customers' dining frequency over 2 times per month (32.6%).
			Expected Count	5.6	5.4	11.0	
			% within employees are polite	90.9	9.1	100.0	
			% within How many times do you dine in this restaurant in a month?	7.1	0.8	4.0	
			% of Total	**3.7**	**0.4**	**4.0**	
		Neutral	Count	40	43	83	
			Expected Count	42.6	40.4	83.0	
			% within employees are polite	48.2	51.8	100.0	
			% within How many times do you dine in this restaurant in a month?	28.6	32.3	30.4	
			% of Total	**14.7**	**15.8**	**30.4**	
		Greater than expected	Count	90	89	179	
			Expected Count	91.8	87.2	179.0	
			% within employees are polite	50.3	49.7	100.0	
			% within How many times do you dine in this restaurant in a month?	64.3	66.9	65.6	
			% of Total	**33.0**	**32.6**	**65.6**	
	Total		Count	140	133	273	
			Expected Count	140.0	133.0	273.0	
			% within employees are polite	51.3	48.7	100.0	
			% within How many times do you dine in this restaurant in a month?	100.0	100.0	100.0	
			% of Total	**51.3**	**48.7**	**100.0**	
			χ^2 =7.30, (df = 2), p = .026				

International Customers

From the value of the Chi-Square indicated that there were significant differences between dining frequency per month and service quality attributes among international customers with the five service quality attributes. These attributes were: (1) dining is clean, (2) décor with restaurant image, (3) menu reflects image, (4) accurate guest check, and (5) customers feel comfortable (Table 56).

Table 56

Crosstabulation of International Customers between Service Quality Attributes and Dining Frequency per Month

Type of Customers				Dining Frequency Per Month: 1 time	Dining Frequency Per Month: Over 2 times	Total	Results
International	Dining is clean	Less than expected	Count	13	11	24	There was a significant difference between dining is clean and dining frequency per month of respondents among International customers. The majority of customers' dining frequency 1 time per month (56.4%) thought that greater than expected than customers' dining frequency over 2 times per month (12.8%).
			Expected Count	18.5	5.5	24.0	
			% within dining is clean	54.2	45.8	100.0	
			% within How many times do you dine in this restaurant in a month?	7.4	21.2	10.6	
			% of Total	**5.7**	**4.8**	**10.6**	
		Neutral	Count	34	12	46	
			Expected Count	35.5	10.5	46.0	
			% within dining is clean	73.9	26.1	100.0	
			% within How many times do you dine in this restaurant in a month?	19.4	23.1	20.3	
			% of Total	**15.0**	**5.3**	**20.3**	
		Greater than expected	Count	128	29	157	
			Expected Count	121.0	36.0	157.0	
			% within dining is clean	81.5	18.5	100.0	
			% within How many times do you dine in this restaurant in a month?	73.1	55.8	69.2	
			% of Total	**56.4**	**12.8**	**69.2**	
	Total		Count	175	52	227	
			Expected Count	175.0	52.0	227.0	
			% within dining is clean	77.1	22.9	100.0	
			% within How many times do you dine in this restaurant in a month?	100.0	100.0	100.0	
			% of Total	**77.1**	**22.9**	**100.0**	
			χ^2 =9.16, (df = 2), p = .010				

Type of Customers				Dining Frequency Per Month: 1 time	Dining Frequency Per Month: Over 2 times	Total	Results
International	Decor with restaurant image	Less than expected	Count	14	11	25	There was a significant difference between décor with restaurant image and dining frequency per month of respondents among international customers. The majority of customers' dining frequency 1 time per month (59.5%) thought that greater than expected than customers' dining frequency over 2 times per month (15.0%).
			Expected Count	19.3	5.7	25.0	
			% within decor with restaurant image	56.0	44.0	100.0	
			% within How many times do you dine in this restaurant in a month?	8.0	21.2	11.0	
			% of Total	**6.2**	**4.8**	**11.0**	
		Neutral	Count	26	7	33	
			Expected Count	25.4	7.6	33.0	
			% within decor with restaurant image	78.8	21.2	100.0	
			% within How many times do you dine in this restaurant in a month?	14.9	13.5	14.5	
			% of Total	**11.5**	**3.1**	**14.5**	
		Greater than expected	Count	135	34	169	
			Expected Count	130.3	38.7	169.0	
			% within decor with restaurant image	79.9	20.1	100.0	
			% within How many times do you dine in this restaurant in a month?	77.1	65.4	74.4	
			% of Total	**59.5**	**15.0**	**74.4**	
	Total		Count	175	52	227	
			Expected Count	175.0	52.0	227.0	
			% within decor with restaurant image	77.1	22.9	100.0	
			% within How many times do you dine in this restaurant in a month?	100.0	100.0	100.0	
			% of Total	**77.1**	**22.9**	**100.0**	
			χ^2 =7.10, (df = 2), p = .029				

Type of Customers				Dining Frequency Per Month: 1 time	Dining Frequency Per Month: Over 2 times	Total	Results
International	Menu reflects images	Less than expected	Count	9	10	19	There was a significant difference between menu reflects image and dining frequency per month of respondents among international customers. The majority of customers' dining frequency 1 time per month (55.9%) though that greater than expected than customers' dining frequency over 2 times per month (14.1%).
			Expected Count	14.6	4.4	19.0	
			% within menu reflects images	47.4	52.6	100.0	
			% within How many times do you dine in this restaurant in a month?	5.1	19.2	8.4	
			% of Total	**4.0**	**4.4**	**8.4**	
		Neutral	Count	39	10	49	
			Expected Count	37.8	11.2	49.0	
			% within menu reflects images	79.6	20.4	100.0	
			% within How many times do you dine in this restaurant in a month?	22.3	19.2	21.6	
			% of Total	**17.2**	**4.4**	**21.6**	
		Greater than expected	Count	127	32	159	
			Expected Count	122.6	36.4	159.0	
			% within menu reflects images	79.9	20.1	100.0	
			% within How many times do you dine in this restaurant in a month?	72.6	61.5	70.0	
			% of Total	**55.9**	**14.1**	**70.0**	
	Total		Count	175	52	227	
			Expected Count	175.0	52.0	227.0	
			% within menu reflects images	77.1	22.9	100.0	
			% within How many times do you dine in this restaurant in a month?	100.0	100.0	100.0	
			% of Total	**77.1**	**22.9**	**100.0**	
			χ^2 =10.38, (df = 2), p = .006				

Type of Customers				Dining Frequency Per Month: 1 time	Dining Frequency Per Month: Over 2 times	Total	Results
International	Accurate guest check	Less than expected	Count	8	8	16	There was a significant difference between accurate guest check and dining frequency per month of respondents among International customers. The majority of customers' dining frequency 1 time per month (58.6%) thought that greater than expected than customers' dining frequency over 2 times per month (11.9%).
			Expected Count	12.3	3.7	16.0	
			% within accurate guest check	50.0	50.0	100.0	
			% within How many times do you dine in this restaurant in a month?	4.6	15.4	7.0	
			% of Total	**3.5**	**3.5**	**7.0**	
		Neutral	Count	34	17	51	
			Expected Count	39.3	11.7	51.0	
			% within accurate guest check	66.7	33.3	100.0	
			% within How many times do you dine in this restaurant in a month?	19.4	32.7	22.5	
			% of Total	**15.0**	**7.5**	**22.5**	
		Greater than expected	Count	133	27	160	
			Expected Count	123.3	36.7	160.0	
			% within accurate guest check	83.1	16.9	100.0	
			% within How many times do you dine in this restaurant in a month?	76.0	51.9	70.5	
			% of Total	**58.6**	**11.9**	**70.5**	
	Total		Count	175	52	227	
			Expected Count	175.0	52.0	227.0	
			% within accurate guest check	77.1	22.9	100.0	
			% within How many times do you dine in this restaurant in a month?	100.0	100.0	100.0	
			% of Total	**77.1**	**22.9**	**100.0**	
			χ^2 =13.09 (df = 2), p = .001				

Type of Customers				Dining Frequency Per Month: 1 time	Dining Frequency Per Month: Over 2 times	Total	Results
International	Customers feel comfortable	Less than expected	Count	10	11	21	There was a significant difference between customers feel comfortable and dining frequency per month of respondents among international customers. The majority of customers' dining frequency 1 time per Month (56.8%) thought that greater than expected than customers' dining frequency over 2 times per month (11.0%).
			Expected Count	16.2	4.8	21.0	
			% within feel comfortable	47.6	52.4	100.0	
			% within How many times do you dine in this restaurant in a month?	5.7	21.2	9.3	
			% of Total	**4.4**	**4.8**	**9.3**	
		Neutral	Count	36	16	52	
			Expected Count	40.1	11.9	52.0	
			% within feel comfortable	69.2	30.8	100.0	
			% within How many times do you dine in this restaurant in a month?	20.6	30.8	22.9	
			% of Total	**15.9**	**7.0**	**22.9**	
		Greater than expected	Count	129	25	154	
			Expected Count	118.7	35.3	154.0	
			% within feel comfortable	83.8	16.2	100.0	
			% within How many times do you dine in this restaurant in a month?	73.7	48.1	67.8	
			% of Total	**56.8**	**11.0**	**67.8**	
	Total		Count	175	52	227	
			Expected Count	175.0	52.0	227.0	
			% within feel comfortable	77.1	22.9	100.0	
			% within How many times do you dine in this restaurant in a month?	100.0	100.0	100.0	
			% of Total	**77.1**	**22.9**	**100.0**	
			χ^2 =16.03 (df = 2), p = .000				

Per Capital Expenditure for Each Meal (US $1 = 40 Baht)

Thai Customers

From the value of the Chi-Square indicated that there were significant differences between per capital expenditures for each meal and service quality attributes among Thai customers with the four service quality attributes. These attributes were: (1) parking is adequate, (2) dining is clean, (3) food prices are charged same as in the menu, (4) operation hours are convenience (Table 57).

Table 57

Crosstabulation of Thai Customers between Service Quality Attributes and Per Capita Expenditures for Each Meal

Type of Customers				Per Capita Expenditures for Each Meal: Under 400 Baht	400-800 Baht	Over 800 Baht	Total	Results
Thai	Parking is adequate	Less than expected	Count	10	20	9	39	There was a significant difference between customers' per capita expenditures for each and parking is adequate of respondents among Thai customers. The majority of customers' expenditures for each meal 400-800 Baht (23.8%) though that greater than expected than customers' per capita expenditures for each meal under 400 Baht (3.7%) and over 800 Baht (19.8%).
			Expected Count	5.9	19.4	13.7	39.0	
			% within parking is adequate	25.6	51.3	23.1	100.0	
			% within How much do you usually spend per dinner?	24.4	14.7	9.4	14.3	
			% of Total	**3.7**	**7.3**	**3.3**	**14.3**	
		Neutral	Count	21	51	33	105	
			Expected Count	15.8	52.3	36.9	105.0	
			% within parking is adequate	20.0	48.6	31.4	100.0	
			% within How much do you usually spend per dinner?	51.2	37.5	34.4	38.5	
			% of Total	**7.7**	**18.7**	**12.1**	**38.5**	
		Greater than expected	Count	10	65	54	129	
			Expected Count	19.4	64.3	45.4	129.0	
			% within parking is adequate	7.8	50.4	41.9	100.0	
			% within How much do you usually spend per dinner?	24.4	47.8	56.3	47.3	
			% of Total	**3.7**	**23.8**	**19.8**	**47.3**	
	Total		Count	41	136	96	273	
			Expected Count	41.0	136.0	96.0	273.0	
			% within parking is adequate	15.0	49.8	35.2	100.0	
			% within How much do you usually spend per dinner?	100.0	100.0	100.0	100.0	
			% of Total	**15.0**	**49.8**	**35.2**	**100.0**	
			χ^2 =12.94 (df =4), p = .012					

Type of Customers				Per Capita Expenditures for Each Meal: Under 400 Baht	400-800 Baht	Over 800 Baht	Total	Results
Thai	Dining is clean	Less than expected	Count	3	11	5	19	There was a significant difference between dining is clean and customers' per capita expenditures for each meal of respondents among Thai customers. The majority of customers' per capita expenditures for each meal 400-800 Baht (35.9%) thought that greater than expected than customers' per capita expenditures for each meal under 400 Baht (7.3%) and over 800 Baht (27.5%).
			Expected Count	2.9	9.5	6.7	19.0	
			% within dining is clean	15.8	57.9	26.3	100.0	
			% within How much do you usually spend per dinner?	7.3	8.1	5.2	7.0	
			% of Total	**1.1**	**4.0**	**1.8**	**7.0**	
		Neutral	Count	18	27	16	61	
			Expected Count	9.2	30.4	21.5	61.0	
			% within dining is clean	29.5	44.3	26.2	100.0	
			% within How much do you usually spend per dinner?	43.9	19.9	16.7	22.3	
			% of Total	**6.6**	**9.9**	**5.9**	**22.3**	
		Greater than expected	Count	20	98	75	193	
			Expected Count	29.0	96.1	67.9	193.0	
			% within dining is clean	10.4	50.8	38.9	100.0	
			% within How much do you usually spend per dinner?	48.8	72.1	78.1	70.7	
			% of Total	**7.3**	**35.9**	**27.5**	**70.7**	
	Total		Count	41	136	96	273	
			Expected Count	41.0	136.0	96.0	273.0	
			% within dining is clean	15.0	49.8	35.2	100.0	
			% within How much do you usually spend per dinner?	100.0	100.0	100.0	100.0	
			% of Total	**15.0**	**49.8**	**35.2**	**100.0**	
			χ^2 =14.54 (df = 4), p = .006					

Type of Customers				Per Capita Expenditures for Each Meal: Under 400 Baht	400-800 Baht	Over 800 Baht	Total	Results
Thai	Food prices are charged same as in the menu	Less than expected	Count	0	6	10	16	There was a significant difference between food prices are charged same as in the menu and customers' per capita expenditures for each meal of respondents among Thai customers. The majority of customers' per capita expenditures for each meal 400-800 Baht (31.5%) thought that greater than expected than customers' per capita expenditures for each meal under 400 Baht(7.7%) and over 800 Baht 3.1%).
			Expected Count	2.4	8.0	5.6	16.0	
			% within food prices are charged same as in the menu	0.0	37.5	62.5	100.0	
			% within How much do you usually spend per dinner?	0.0	4.4	10.4	5.9	
			% of Total	**0.0**	**2.2**	**3.7**	**5.9**	
		Neutral	Count	20	44	23	87	
			Expected Count	13.1	43.3	30.6	87.0	
			% within food prices are charged same as in the menu	23.0	50.6	26.4	100.0	
			% within How much do you usually spend per dinner?	48.8	32.4	24.0	31.9	
			% of Total	**7.3**	**16.1**	**8.4**	**31.9**	
		Greater than expected	Count	21	86	63	170	
			Expected Count	25.5	84.7	59.8	170.0	
			% within food prices are charged same as in the menu	12.4	50.6	37.1	100.0	
			% within How much do you usually spend per dinner?	51.2	63.2	65.6	62.3	
			% of Total	**7.7**	**31.5**	**23.1**	**62.3**	
	Total		Count	41	136	96	273	
			Expected Count	41.0	136.0	96.0	273.0	
			% within food prices are charged same as in the menu	15.0	49.8	35.2	100.0	
			% within How much do you usually spend per dinner?	100.0	100.0	100.0	100.0	
			% of Total	**15.0**	**49.8**	**35.2**	**100.0**	
			χ^2 =12.86 (df = 4), p = .012					

Type of Customers				Per Capita Expenditures for Each Meal: Under 400 Baht	400-800 Baht	Over 800 Baht	Total	Results
Thai	Operation hours are convenient	Less than expected	Count	4	7	9	20	There was a significant difference between operation hours are convenient and customers' per capita expenditures for each meal of respondents among Thai customers. The majority of customers' per capita expenditures for each meal 400-800 Baht (30.0%) thought that greater than expected than customers' per capita expenditures for each meal under 400 Baht (6.2%) and over 800 Baht (23.1%).
			Expected Count	3.0	10.0	7.0	20.0	
			% within operation hours are convenient	20.0	35.0	45.0	100.0	
			% within How much do you usually spend per dinner?	9.8	5.1	9.4	7.3	
			% of Total	**1.5**	**2.6**	**3.3**	**7.3**	
		Neutral	Count	20	47	24	91	
			Expected Count	13.7	45.3	32.0	91.0	
			% within operation hours are convenient	22.0	51.6	26.4	100.0	
			% within How much do you usually spend per dinner?	48.8	34.6	25.0	33.3	
			% of Total	**7.3**	**17.2**	**8.8**	**33.3**	
		Greater than expected	Count	17	82	63	162	
			Expected Count	24.3	80.7	57.0	162.0	
			% within operation hours are convenient	10.5	50.6	38.9	100.0	
			% within How much do you usually spend per dinner?	41.5	60.3	65.6	59.3	
			% of Total	**6.2**	**30.0**	**23.1**	**59.3**	
	Total		Count	41	136	96	273	
			Expected Count	41.0	136.0	96.0	273.0	
			% within operation hours are convenient	15.0	49.8	35.2	100.0	
			% within How much do you usually spend per dinner?	100.0	100.0	100.0	100.0	
			% of Total	**15.0**	**49.8**	**35.2**	**100.0**	
			χ^2 =9.63 (df = 4), p = .047					

International Customers

From the value of the Chi-Square indicated that there were significant differences between per capital expenditures for each meal and service quality attributes among international customers with the four service quality attributes. These attributes were: (1) dining is clean, (2) décor with restaurant image, (3) menu reflects image, and (4) operation hours are convenient (Table 58).

Table 58

Crosstabulation of International Customers between Service Quality Attributes and Per Capita Expenditures for Each Meal

				Per Capita Expenditures for Each Meal				
Type of Customers				Under 400 Baht	400-800 Baht	Over 800 Baht	Total	Results
International	Dining is clean	Less than expected	Count	8	8	8	24	There was a significant difference between dining is clean and customers' per capita expenditures for each meal of respondents among International customers. The majority of customers' per capita expenditures for each meal over 800 Baht (47.6%)
			Expected Count	2.5	7.4	14.1	24.0	
			% within dining is clean	33.3	33.3	33.3	100.0	
			% within How much do you usually spend per dinner?	33.3	11.4	6.0	10.6	
			% of Total	**3.5**	**3.5**	**3.5**	**10.6**	
		Neutral	Count	6	23	17	46	
			Expected Count	4.9	14.2	27.0	46.0	
			% within dining is clean	13.0	50.0	37.0	100.0	
			% within How much do you usually spend per dinner?	25.0	32.9	12.8	20.3	
			% of Total	**2.6**	**10.1**	**7.5**	**20.3**	

Type of Customers				Per Capita Expenditures for Each Meal: Under 400 Baht	400-800 Baht	Over 800 Baht	Total	Results
		Greater than expected	Count	10	39	108	157	thought that greater than expected than
			Expected Count	16.6	48.4	92.0	157.0	customers' per
			% within dining is clean	6.4	24.8	68.8	100.0	capita expenditures for each meal
			% within How much do you usually spend per dinner?	41.7	55.7	81.2	69.2	under 400 Baht
			% of Total	**4.4**	**17.2**	**47.6**	**69.2**	(4.4%) and
	Total		Count	24	70	133	227	400-800
			Expected Count	24.0	70.0	133.0	227.0	Baht (17.2%).
			% within dining is clean	10.6	30.8	58.6	100.0	
			% within How much do you usually spend per dinner?	100.0	100.0	100.0	100.0	
			% of Total	**10.6**	**30.8**	**58.6**	**100.0**	
			χ^2 =31.08 (df = 4), p = .000					

Type of Customers				Per Capita Expenditures for Each Meal: Under 400 Baht	400-800 Baht	Over 800 Baht	Total	Results
International	Decor with restaurant image	Less than expected	Count	6	11	8	25	There was a significant difference between décor with restaurant image and customers' per capita expenditures for each meal of respondents among International customers. The majority of customers' per capita expenditures for each meal over 800 Baht (48.9%) thought that greater than expected than customers' per capita expenditures for each meal under 400 Baht (4.4%)and 400-800 Baht (21.1%).
			Expected Count	2.6	7.7	14.6	25.0	
			% within decor with restaurant image	24.0	44.0	32.0	100.0	
			% within How much do you usually spend per dinner?	25.0	15.7	6.0	11.0	
			% of Total	**2.6**	**4.8**	**3.5**	**11.0**	
		Neutral	Count	8	11	14	33	
			Expected Count	3.5	10.2	19.3	33.0	
			% within decor with restaurant image	24.2	33.3	42.4	100.0	
			% within How much do you usually spend per dinner?	33.3	15.7	10.5	14.5	
			% of Total	**3.5**	**4.8**	**6.2**	**14.5**	
		Greater than expected	Count	10	48	111	169	
			Expected Count	17.9	52.1	99.0	169.0	
			% within decor with restaurant image	5.9	28.4	65.7	100.0	
			% within How much do you usually spend per dinner?	41.7	68.6	83.5	74.4	
			% of Total	**4.4**	**21.1**	**48.9**	**74.4**	
	Total		Count	24	70	133	227	
			Expected Count	24.0	70.0	133.0	227.0	
			% within decor with restaurant image	10.6	30.8	58.6	100.0	
			% within How much do you usually spend per dinner?	100.0	100.0	100.0	100.0	
			% of Total	**10.6**	**30.8**	**58.6**	**100.0**	
			χ^2 =21.96 (df = 4), p = .000					

Type of Customers				Per Capita Expenditures for Each Meal: Under 400 Baht	400-800 Baht	Over 800 Baht	Total	Results
International	Menu reflects images	Less than expected	Count	4	9	6	19	There was a significant difference
			Expected Count	2.0	5.9	11.1	19.0	between
			% within menu reflects images	21.1	47.4	31.6	100.0	menu reflects image
			% within How much do you usually spend per dinner?	16.7	12.9	4.5	8.4	and customers' per capita expenditures
			% of Total	**1.8**	**4.0**	**2.6**	**8.4**	for each meal of respondents
		Neutral	Count	10	18	21	49	among
			Expected Count	5.2	15.1	28.7	49.0	International
			% within menu reflects images	20.4	36.7	42.9	100.0	customers. The majority of customers' per capita
			% within How much do you usually spend per dinner?	41.7	25.7	15.8	21.6	expenditures for
			% of Total	**4.4**	**7.9**	**9.3**	**21.6**	each meal over 800 Baht (46.7%) thought
		Greater than expected	Count	10	43	106	159	that greater than
			Expected Count	16.8	49.0	93.2	159.0	expected than
			% within menu reflects images	6.3	27.0	66.7	100.0	customers' per capita expenditures for
			% within How much do you usually spend per dinner?	41.7	61.4	79.7	70.0	each meal under 400 Baht (4.4%)
			% of Total	**4.4**	**18.9**	**46.7**	**70.0**	and 400-800
	Total		Count	24	70	133	227	Baht (18.9%).
			Expected Count	24.0	70.0	133.0	227.0	
			% within menu reflects images	10.6	30.8	58.6	100.0	
			% within How much do you usually spend per dinner?	100.0	100.0	100.0	100.0	
			% of Total	**10.6**	**30.8**	**58.6**	**100.0**	
			χ^2 =18.40 (df = 4), p = .001					

Type of Customers				Per Capita Expenditures for Each Meal: Under 400 Baht	400-800 Baht	Over 800 Baht	Total	Results
International	Operation hours are convenient	Less than expected	Count	4	6	9	19	There was a significant difference
			Expected Count	2.0	5.9	11.1	19.0	between
			% within operation hours are convenient	21.1	31.6	47.4	100.0	operation hours are convenient
			% within How much do you usually spend per dinner?	16.7	8.6	6.8	8.4	and customers' per capita expenditures
			% of Total	**1.8**	**2.6**	**4.0**	**8.4**	for each meal of respondents among international
		Neutral	Count	6	27	17	50	customers. The majority of
			Expected Count	5.3	15.4	29.3	50.0	customers'
			% within operation hours are convenient	12.0	54.0	34.0	100.0	per capita expenditures
			% within How much do you usually spend per dinner?	25.0	38.6	12.8	22.0	for each meal over 800 Baht (47.1%) thought
			% of Total	**2.6**	**11.9**	**7.5**	**22.0**	that greater
		Greater than expected	Count	14	37	107	158	than expected than customers' per capita
			Expected Count	16.7	48.7	92.6	158.0	expenditures
			% within operation hours are convenient	8.9	23.4	67.7	100.0	for each meal under 400 Baht
			% within How much do you usually spend per dinner?	58.3	52.9	80.5	69.6	(6.2%) and 400-800 Baht (16.3%).
			% of Total	**6.2**	**16.3**	**47.1**	**69.6**	
	Total		Count	24	70	133	227	
			Expected Count	24.0	70.0	133.0	227.0	
			% within operation hours are convenient	10.6	30.8	58.6	100.0	
			% within How much do you usually spend per dinner?	100.0	100.0	100.0	100.0	
			% of Total	**10.6**	**30.8**	**58.6**	**100.0**	

χ^2 =21.85 (df = 4), p = .000

Chapter Summary

The sample size was sufficient to measure all of the research hypotheses. The reliability coefficients for each of the four factors of the service quality scale were as follows: (1) Personnel and Customers' Relationship ($\alpha = 0.93$); (2) Environment Service Provider ($\alpha = 0.93$); (3) Service Providers' Attitude and Competencies ($\alpha = 0.94$); (4) Service Providers' Initiative in Guest's Service ($\alpha = 0.89$). The reliability coefficients consisted of six-item scales measuring the customer loyalty had Cronbach's alpha coefficient of 0.89. Since all of Cronbach's alpha coefficients for the scales were greater than 0.60, the scales were deemed acceptable (Nunnally, 1967).

The following summaries the results of hypotheses testing were: Hypothesis 1: There is a positive relationship between service quality factors and overall customer satisfaction was accepted. Hypothesis 2: There is a positive relationship between overall customer satisfaction and word-of-mouth endorsements was accepted. Hypothesis 3: There is a positive relationship between overall customer satisfaction and repurchase intention was accepted. Hypothesis 4: Service quality factors have a positive impact on overall customer satisfaction was accepted. Hypothesis 5: Service quality factors have a positive impact on word-of-mouth endorsements was accepted. Hypothesis 6: Service quality factors have a positive impact on repurchase intention was accepted. Hypothesis 7: Overall customer satisfaction has a positive impact on word-of-mouth endorsement was accepted. Hypothesis 8: Overall customer satisfaction has a positive impact on repurchase intention was accepted. Hypothesis 9: There is a significant difference in service quality factors based on customers' demographic profile (gender, age, dining frequency, and per capita expenditures for each meal) was accepted. Hypothesis 10:

There is a significant difference in overall service quality based on customers' demographic profile (gender, age, dining frequency, and per capita expenditures for each meal) was accepted. Hypothesis 11: There is a significant difference in overall service quality between Thai and international customers was accepted. Hypothesis 12: There is a significant difference in overall service quality with type of casual dining restaurants was accepted. In comparing the perspective of service quality attributes and customers' demographic profiles (gender, age, marital status, dining frequency, and per capita expenditures for each meal) among Thai and international customers, there were significant differences in service quality attributes among Thai and international customers.

The following chapter will present discussion of findings, conclusions, implications, recommendations, and limitations and future research.

CHAPTER V

CONCULSIONS

The purpose of this study was to determine which attributes of service quality (SERVQUAL) influenced customer's satisfaction of casual dining restaurants in Phuket. The researcher examined the relationships between overall customer satisfaction and customer loyalty (word-of-mouth endorsements and repurchase intention). The study focused on Thai and international customers of casual dining restaurants in Phuket, and considered the influence of demographics by focusing on gender, age, dining frequency, and per capita expenditures for each meal. This chapter consists of five sections: 1) Discussion of Findings, 2) Conclusions, 3) Implications, 4) Recommendations, and 5) Limitations and Future Research.

Discussion of Findings

Pilot Study Results

A pilot study with 30 respondents was carried out to identify unanticipated problems or issues. The pilot study provided valuable information about instrument administration, scoring routine, and analysis technique. As the results of descriptive statistics, gender distribution was 20 female (67%) and 10 male (33%). The majority of respondents of age group were the age group of 20 to 29 years (40%) and the age group of 30 to 39 years (40%). About 21 respondents (70%) were dining in Thai casual dining

restaurant before and nine respondents (30%) were the first time to dine in this restaurant. Fifteen respondents (50%) indicated that they had dined in this restaurant once a month and nine respondents (30%) had dined in twice a month. The 50 percent of respondents spent capita expenditures of each meal were 801-1200 Baht ($20.01-$30).

The result of principal component analysis (factor analysis) with varimax rotation, the 30 attributes service quality of casual dining restaurant was grouped into four factors. The first factor was labeled as "Environment Service Provider," contained items representing four original dimensions – tangibles, reliability, responsiveness, and empathy, with fifteen variables. The second factor was labeled as "Personnel and Customers' Relationship," contained items representing three original dimensions – reliability, assurance, and empathy, with six variables. The third factor was labeled as "Service Providers' Attitude and Competencies," contained items representing three original dimensions – responsiveness, assurance, and empathy, with six variables. Finally, the fourth factor was labeled as "Service Providers' Initiative in Guest's Service," contained items representing empathy dimension, with three variables.

Correlation Analysis

To test hypothesis 1 through 3, a correlation analysis was performed to identify the relationship among service quality factors, overall customer satisfaction, and customer loyalty (word-of-mouth endorsements and repurchase intention). The results of the correlation analysis indicated that hypothesis 1, there was a positive relationship between service quality factors and overall customer satisfaction. The results of

hypothesis 2 and hypothesis 3 showed that there were positive relationship between overall customer satisfaction and customer loyalty (word-of-mouth endorsements and repurchase intention). Therefore, hypothesis 1, hypothesis 2, and hypothesis 3 were supported.

Multiple Regression Analysis

To test hypothesis 4 through 8, a multiple regression analysis was performed to identify the positive impact between service quality factors, overall service quality, overall customer satisfaction, and customer loyalty (word-of-mouth endorsements and repurchase intention). Additionally, a regression coefficient from multiple regression analysis was used to identify the influential level that service quality factors had measures of overall customer satisfaction and customer loyalty (word-of-mouth endorsements and repurchase intention).

The result of hypothesis 4 indicated that service quality factors had a positive impact on overall customer satisfaction. The coefficients indicated that factor 1 – Environment Service Provider had the most positive impact on overall customer satisfaction, followed by factor 3 – Service Providers' Attitude and Competencies, factor 2- Personnel and Customers' Relationship, and factor 4 – Service Providers' Initiative in Guest's Service. Therefore, hypothesis 4 was supported.

The result of hypothesis 5 indicated that service quality factors had a positive impact on word-of-mouth endorsements. The coefficient indicated that factor 2 – Personnel and Customers' Relationship had the most positive impact on word-of-mouth endorsements, followed by factor 1 – Environment Service Provider, factor 4 – Service

Providers' Initiative in Guest's Service, and factor 3 – Service Providers' Attitude and Competencies. Therefore, hypothesis 5 was supported.

The result of hypothesis 6 indicated that service quality factors had a positive impact on repurchase intention. The coefficient indicated that factor 1 – Environment Service Provider had the most positive impact on repurchase intention, followed by factor 3 - Service Providers' Attitude and Competencies, factor 2 - Personnel and Customers' Relationship, and factor 4 - Service Providers' Initiative in Guest's Service. Therefore, hypothesis 6 was supported.

The result of hypothesis 7 and hypothesis 8 indicated that overall customer satisfaction had a positive impact on customer loyalty (word-of-mouth endorsements and repurchase intention). Therefore, hypothesis 7 and hypothesis 8 were supported.

One-Way Analysis of Variance (ANOVA)

To test hypothesis 9 through 11, one-way analysis of variance (ANOVA) and post hoc testing using Tukey's HSD were used to examine the differences between the mean scores of service quality factors and overall service quality based on demographic variables (gender, age, dining frequency, per capita expenditures for each meal).

The result of hypothesis 9 indicated that there was a significant difference in service quality factor 1 and factor 4 based on demographic variables. Service quality factor 1 – Environment Service Providers was a significant difference based on dining frequency and per capita expenditures for each meal. Service quality factor 4 – Service Providers' Initiative in Guest' Service was a significant difference based on dining frequency. Tukey's HSD test was not performed for service quality factor 1 and factor 4

because one group had fewer than two cases. Therefore, hypothesis 9 was supported relative to factor 1 - Environment Service Providers and factor 4 - Service Providers' Initiative in Guest' Service.

The result of hypothesis 10 indicated that there was a significant difference in overall service quality based on demographic variables. The findings showed that weighted tangibles were significant difference based on per capita expenditures for each meal. Weighted responsiveness was a significant difference based on dining frequency. Weighted empathy was a significant difference based on per capita expenditures for each meal. Tukey's HSD test was not performed for weighted tangibles and weighted responsiveness because one group had fewer than two cases. Therefore, hypothesis 10 was supported relative to weighted tangibles, weighted responsiveness, and weighted empathy.

The result of hypothecs 11 indicated that there was no significant difference in overall service quality between Thai and international customers. Therefore, hypothesis 11 was not supported.

Full Model Study Results

A total of 537 questionnaires were distributed to customers dining in the four casual dining restaurants: 1) Japanese, 2) Thai, 3) Italian, and 4) Mediterranean. The questionnaires were distributed to every fifth Thai and every fifth international customer for 125 customers per restaurant. Of the 537 questionnaires distributed, 37 (7%) were returned incomplete and 500 (93%) were usable and included in the data analysis.

As the results of descriptive statistics, gender distribution was 279 female (44%) and 221 male (56%). The majority of respondents of age group were the age group of 30 to 39 years with 177 respondents (35%) and age group of 20 to 29 years with 176 respondents (35%). About 315 respondents (63%) had dined in this restaurant once a month, 108 respondents (22%) had dined in twice a month, 59 respondents (12%) had dined in three times a month, 12 respondents (2%) had dined in four times a month, and 6 respondents (1%) had dined in over 5 times a month. The majority of respondents' per capita expenditures for each meal was 400 – 800 Baht ($10 - $20), 206 respondents (41%), and followed by 801 – 1200 Baht ($20.01 - $30), 189 respondents (38%). Respondents were also asked about people in their party when they were dining in restaurant. The analysis indicated that 208 respondents (42%) had two people in party, and followed by 118 respondents (24%) had three people in party.

The result of principal component analysis (factor analysis) with varimax rotation, the 30 attributes service quality of casual dining restaurants was grouped into four factors. The first factor was labeled as "Personnel and Customers' Relationship," contained items representing two original dimensions – reliability and assurance, with nine variables. The second factor was labeled as "Environment Service Provider," contained items representing two original dimensions – tangibles and responsiveness, with eight variables. The third factor was labeled as "Service Providers' Attitude and Competencies," contained items representing two original dimensions – assurance and empathy, with nine variables. Finally, the fourth factor was labeled as "Service Providers' Initiative in Guest's Service," contained items representing responsiveness dimension.

Correlation Analysis

To test hypothesis 1 through 3, a correlation analysis was performed to identify the relationship among service quality factors, overall customer satisfaction, and customer loyalty (word-of-mouth endorsements and repurchase intention). The results of correlation indicated that hypothesis 1, there was a positive relationship between service quality factors and overall customer satisfaction. The results of hypothesis 2 and hypothesis 3 showed that there were a positive relationship between overall customer satisfaction and customer loyalty (word-of-mouth endorsements and repurchase intention). Therefore, hypotheses 1 through 3 were supported.

Multiple Regression Analysis

To test hypothesis 4 through 8, a linear multiple regression analysis was performed to identify the positive impact among service quality factors, overall service quality, overall customer satisfaction, and customer loyalty (word-of-mouth endorsements and repurchase intention). Additionally, a regression coefficient from the multiple regression analysis was used to identify the influential level that service quality factors had on measures of overall customer satisfaction and customer loyalty (word-of-mouth endorsements and repurchase intention).

The result of hypothesis 4 indicated that service quality factors had a positive impact on overall customer satisfaction. The coefficients indicated that factor 2 – Environment Service Provider had the most positive impact on overall customer satisfaction, followed by factor 1 – Personnel and Customers' Relationship, factor 3 –

Service Providers' Attitude and Competencies, and factor 4 – Service Providers' Initiative in Guest's Service. Therefore, hypothesis 4 was supported.

The result of hypothesis 5 indicated that service quality factors had a positive impact on word-of-mouth endorsements. The coefficient indicated that factor 2 – Environment Service Provider had the most positive impact on word-of-mouth endorsements, followed by factor 1 – Personnel and Customers' Relationship, factor 4 – Service Providers' Initiative in Guest's Service, and factor 3 – Service Providers' Attitude and Competencies. Therefore, hypothesis 5 was supported.

The result of hypothesis 6 indicated that service quality factors had a positive impact on repurchase intention. The coefficient indicated that factor 2 – Environment Service Provider had the most positive impact on word-of-mouth endorsements, followed by factor 1 – Personnel and Customers' Relationship, factor 4 – Service Providers' Initiative in Guest's Service, and factor 3 – Service Providers' Attitude and Competencies. Therefore, hypothesis 6 was supported.

The result of hypothesis 7 and hypothesis 8 indicated that overall customer satisfaction had a positive impact on customer loyalty (word-of-mouth endorsements and repurchase intention). Therefore, hypothesis 7 and hypothesis 8 were supported.

One-Way Analysis of Variance (ANOVA)

To test hypothesis 9 through 12, one-way analysis of variance (ANOVA) and post hoc testing using Tukey's HSD were used to examine the differences in the mean scores of service quality factors and overall service quality based on demographic variables (gender, age, dining frequency, per capita expenditures for each meal).

The result of hypothesis 9 indicated that there was a significant difference in service quality factors based on demographic variables. The findings showed that four service quality factors were significant differences based on demographic variables. Service quality factor 1 – Personnel and Customers' Relationship and factor 2 – Environment Service Provider were significant difference based on per capita expenditures for each meal. Service quality factor 3 – Service Providers' Attitude and Competencies was a significant difference based on gender and per capita expenditures for each meal. Service quality factor 4 – Service Providers' Initiative in Guest's Service was a significant difference based on gender, age, and per capita expenditures for each meal. Therefore, hypothesis 9 was supported.

The result of hypothesis 10 indicated that there was a significant difference in overall service quality based on demographic variables. The findings showed that weighted tangibles and weighted assurance were significant differences based on gender and per capita expenditures for each meal. Weighted reliability, weighted responsiveness, and weighted empathy were significant differences based on gender, age, and per capita expenditures for each meal. Therefore, hypothesis 10 was supported.

The result of hypothesis 11 indicated that there was a significant difference in overall service quality between the type of customers (Thai and International). The findings showed that weighted reliability, weighted responsiveness, weighted assurance, and weighted empathy were significant differences between Thai and international customers. Therefore, hypothesis 11 was supported.

The result of hypothesis 12 indicated that there was a significant difference in overall service quality with type of casual dining restaurants (Japanese, Thai, Italian, and Mediterranean). The findings showed that weighted responsiveness, weighted assurance, and weighted empathy were significant differences among Japanese, Thai, Italian, and Mediterranean. Therefore, hypothesis 12 was supported.

Independent-Samples t Test

Service Quality Attributes

The independent-samples t test analysis indicated that international customers had a higher means than that of Thai customers. There was twenty-four service quality attributes were significant relative to Thai and international customers in casual dining restaurants in Phuket. With regard to the twenty-four SERVQUAL attributes Thai and international customers stated that "accurate guest check" was the most important attribute, followed closely by employees are polite, considers your needs, and employees quickly correct.

Overall Service Quality

The independent-samples t test analysis indicated that there were significant difference between Thai and international customers in overall service quality with regard to weighted reliability, weighted responsiveness, weighted assurance, and weighted empathy. International customers had a higher means than Thai customers did in overall service quality. The findings showed that 273 Thai customers had the most perspective of overall service quality in weighted tangibles (0.20), followed by weighted

reliability (0.19), weighted empathy (0.18), weighted assurance (0.17), and weighted responsiveness (0.15). The international customers had the most insight of the overall service quality in weighted reliability (0.26), weighted empathy (0.25), weighted assurance (0.24), and weighted responsiveness (0.23).

Chi-Square Tests of Independence

The value of Chi-Square indicated that there were significant differences between service quality attributes and customers' demographic profiles (gender, age, marital status, dining frequency, and per capital expenditures for each meal) among Thai and international customers. The review of the crosstabulation showed that the relationships between service quality attributes and customers' demographic profiles were not the same when type of customers (Thai and International) had been taken into consideration.

Gender

The results of the Chi-Square indicated that there were significant differences between gender and service quality attributes among Thai and international customers with the three service quality attributes. Among Thai customers, these attributes were: (1) menu reflects image, (2) customers feel comfortable, and (3) employees give information to customers. Among international customers, these attributes were: (1) dining is clean, (2) menu reflects image, and (3) restroom is clean.

Age

The results of the Chi-Square indicated that there were significant differences between age and service quality attributes among Thai and international customers with the four service quality attributes. Among Thai customers, these attributes were: (1) parking is adequate, (2) service in the time promised, (3) employees provide quick service, and (4) employees answer questions accurately. Among international customers, these attributes were: (1) parking is adequate, (2) employees are well dressed, (3) menu reflects image, and (4) employees respond promptly.

Marital Status

The results of the Chi-Square indicated that there were significant differences between marital status and service quality attributes among Thai and international customers with the two service quality attributes. Among Thai customers, these attributes were: (1) parking is adequate and (2) customers feel comfortable. Among international customers, these attributes were: (1) menu reflects image and (2) employees give information.

Dining Frequency per Month

The results of the Chi-Square indicated that there were significant differences between dining frequency per month and service quality attributes among Thai and international customers. There were three attributes: (1) parking is adequate, (2) menu reflects image, and (3) employees are polite among Thai customers. There were five attributes: (1) dining is clean, (2) décor with restaurant image, (3) menu reflects image,

(4) accurate guest check, and (5) customers feel comfortable among international customers.

Per Capital Expenditure for Each Meal (US $1 = 40 Baht)

The results of the Chi-Square indicated that there were significant differences between per capital expenditures for each meal and service quality attributes among Thai customers with the four service quality attributes. Among Thai customers, these attributes were: (1) parking is adequate, (2) dining is clean, (3) food prices are charged same as in the menu, (4) operation hours are convenience. Among international customers, these attributes were: (1) dining is clean, (2) décor with restaurant image, (3) menu reflects image, and (4) operation hours are convenient.

Conclusions

In this study, the five dimensions (tangibles, reliability, responsiveness, assurance, and empathy) of service quality developed by Parasuraman, Zeithaml, and Berry (1988) and adapted for use in this study were great significance in measuring service quality in casual dining restaurants. By administering the modified SERVQUAL questionnaire to customers, a restaurant operator can receive the respondents' opinion of how they view the restaurant's quality, identify where problems are, and get the point to resolve them. If restaurateurs, owners, and staff are educated relative to the dimensions, which make up service quality, they may be able to have a better focus when identifying their individual shortcomings and improve service in their restaurants.

The results of this research indicated that service quality factors scales and customer loyalty scales measures were reliable Cronbach's alpha ≥ 0.60 had a high reliability. As a result of principal component analysis (factor analysis) using the varimax rotation identified four underlying service quality dimensions in casual dining restaurants. These four service quality factors were 1) Personnel and Customers' Relationship, 2) Environment Service Provider, 3) Service Providers' Attitude and Competencies, and 4) Service Providers' Initiative in Guest's Service.

The findings of this study indicated that the service quality factors had a positive impact on overall customer satisfaction. In turn, customer satisfaction is likely to increase customer loyalty (word-of-mouth endorsements and repurchase intention) in casual dining restaurants environment. These findings are in agreement with previous findings that customer satisfaction is influential in predicting repeat purchase behavior (Anderson and Sullivan, 1993; Gronholdt et. al., 2000; Jones and Sasser, 1995; Pritchard

and Howard, 1997). Oliver, Rust, and Varki (1997) found that positive emotion led to higher levels of customer satisfaction and increased repurchase intention (behavioral loyalty). On the other hand, Andreasen (1999) found that initial negative emotion caused by a service failure results in customer exit behavior. The results also showed that Thai casual dining restaurant had a higher significance difference than Japanese and Italian casual dining restaurants in overall service quality.

The effects of service quality on customer loyalty indicate that casual dining restaurants should measure customer's behavioral intentions to gain valuable insight on why and how to invest in service quality improvement, for example, training of service providers to provide optimal service to these Thai and international customers. Behavioral intentions can be viewed as both positive and negative consequences of service quality such as saying positive things about the restaurant, recommending the restaurant to others, remaining loyal, and spending more in services

In comparing the perspective of service quality attributes and customers' demographic profiles (gender, age, marital status, dining frequency, and per capita expenditures for each meal) among Thai and international customers, there were significant differences in service quality attributes among Thai and international customers. These findings are in agreement with previous findings that there were statistically significant differences in expectation and perception of service quality of the fast food industry between Thai and American customers due to age, education, and income (Chaipoopirutana, 1998). Gagliano and Hatcote (1994) found that the different among demographic characteristics of retail apparel specialty stores were found significant differences due to race, marital status, and income.

Implications

This study provides empirical evidence that there is a strong relationship exist between service quality factors, overall customer satisfaction, and customer loyalty (word-of-mouth endorsements and repurchase intention). The findings of this study have a significant relevance and great importance to both academicians and practitioners.

Academically, this study has provided evidence of the service quality factors that positively influence customer satisfaction. These factors are used to predict the likelihood of predicting word-of-mouth endorsements (attitudinal loyalty) and repurchase intentions (behavioral loyalty). Practically, this study has provided recommendations to implement that may improve service quality, customer satisfaction, and customer loyalty for each type of casual dining business.

Managerial Implications

These results have several managerial implications. First, they support the findings of previous research, which indicates that perception of service quality affects customer satisfaction (Lee et. al., 2000; Lewis and Klein, 1988; Spreng and MacKoy, 1996; Stevens et. al, 1995). Second, some other researchers supported that perceived service quality is an antecedent of customer satisfaction.

This study provides operational information to managers in Phuket and offers insight concerning the perception of service quality between Thai and international customers. It identifies the dimensions of service quality and the difference in reaction to them. Results showed that the top five attributes of service quality were: 1) accurate guest check, 2) customer feel comfortable, 3) restaurants support their employees, 4)

served food exactly as you ordered, and 5) service is consistent. And the least important attributes of service quality was parking is adequate. Therefore, managers should emphasize the tangibles dimension of service quality, in order to improve customers' perceptions of the level of service quality, for example, public transportation, adequate parking, and clean dining area.

Understanding demographic variables may help casual dining restaurants managers in Phuket better understand the perceptions of the attributes of service quality. Specifically, perceptions of service quality between Thai and international customers seem to be an influencing factor when considering to the respondent's gender, age, and per capita expenditures for each meal. The findings suggested that these demographic variables had significant influence in service quality attributes.

In a highly competitive restaurant industry, it has become increasingly important to understand the customer's wants and needs in order to provide the customer with the best possible product and experience. The results indicated that the Thai casual dining restaurant had a higher significance difference than Japanese, Italian, and Mediterranean casual dining restaurants with regard to responsiveness, assurance, and empathy dimensions of service quality. Therefore, the restaurateurs or managers of these three casual dining restaurants should improve their attributes of service quality, in order to maintain optimal customer satisfaction.

Understanding the service quality process is critical to a manager's business success and this study has made a valuable contribution to service quality literature. As demonstrated in previous research, service quality influenced customer satisfaction and customer loyalty (word-of-mouth endorsements and repurchase intention) (Alexandris et

al., 2002; Athanassopoulos et al., 2001; Baker & Crompton, 2000; Bloemer et al., 1999; Shaw-Ching Liu et al., 2001; Zeithalm et al., 1996). This study showed that service quality factors had a positive impact on customer satisfaction. There was a significantly positive relationship between service quality factors and customer loyalty (word-of-mouth endorsements and repurchase intention). The findings also showed that customer satisfaction had a positive impact on customer loyalty. The previous studies agreed that slight increase in customer satisfaction would highly improve customer loyalty (Bowen and Chen, 2001; Gronholdt et. al., 2000).

Marketing researchers have proposed that the benefits of increased customer satisfaction are: 1) the improved ability of the firm to attract new customers, and 2) the ability of the firm to maintain repeat customers (Rust, Zahorik, and Keiningham, 1995). The benefits of this study will help the casual dining restaurants managers in Phuket as follows:

1. Lower costs of attracting new customers: Satisfied customers are more likely to engage in positive word-of-mouth.
2. Increased loyalty of current customers: Satisfied customers are more likely to repeat purchase.
3. Enhanced reputation for the casual dining restaurants businesses: This can aid in introducing new products by providing instant awareness to customers.
4. Reduced failure service from competitive efforts.
5. Lower costs of future transactions to acquire new customers each period.

From a managerial standpoint, if resources are limited, a service based firm can positively influence the overall service quality by enhancing its overall service performance. This can be achieved through training managers in both technical and interpersonal aspects including feedback on performance, defining roles, generating standards, applicable recruitment, and remuneration policies (Bolten & McManus, 1999).

In this study, to increase the overall service quality that influence customer satisfaction and customer loyalty, the most influential factors is reliability dimension, and the attributes such as "accurate guest check", "service is consistent", "and "serve food exactly as customer order". Moreover, the dimensions of responsiveness, assurance, and empathy were significantly correlated with the overall service quality. The dimension of responsiveness refers to willingness to help customers and provide prompt service, and the attributes such as "employees respond to customer request promptly" and "employees provide quick service". The dimension of assurance refers to the knowledge and courtesy of employees and their ability to inspire trust and confidence in the delivery of service, and the attributes such as "employees had well trained" and "employees are polite". To achieve higher levels of assurance, the managers of casual dining restaurants should motivate all service providers such as cashiers, servers, and staff members with establishing a pleasant work environment and increasing reward system. The dimension of empathy refers to caring, individualized attention the firm provides its customers, and the attributes such "operating hours are convenient to customer" and "the restaurant considers customer needs". To achieve this, the managers should constantly monitor the service environment to make continual improvements in the aptitudes and attitudes of their staff members. In addition, the managers of casual dining restaurants should

attempt to enhance to the tangibles dimension of service quality, which involves "dining area is clean" and "the menu reflects the restaurant's image".

Recommendations

These findings suggest some important implications for casual dining managers. The casual dining managers should recognize the customer's characteristics such as gender, age, and per capita expenditures for each meal that have an impact on casual dining restaurants. The casual dining managers should pay more attention to the age group of 20 to 29 years and age group of 30 to 39 years. The managers should also pay more attention to customers who spend capita expenditures for each meal at 400-800 Baht ($10 - $20). The findings showed that these demographic groups have a positive impact on customer satisfaction and customer loyalty. Therefore, the casual dining managers should seek to improve service quality by developing a comprehensive employee-training program in order to maintain high customer satisfaction.

There are many foreign companies in Thailand in foodservice industries; however, for various reasons, little research has been done on service quality in Thailand. Specifically, no studies have been done on perspective of service quality in casual dining businesses. One reason for this lack of research in Thailand might be that most research conducted in this area has focused on manufacturing firms (Agarwal and Sridhar, 1992). A second reason is that published studies of service firms have not directly address the service quality issue in countries outside the U.S.A. (Bower, 1986; Gaedeke, 1973). Therefore, both domestic companies and foreign companies are planning to do business

in Thailand; they should understand what the customers want and need in service quality and learn more about the expectation and perception of service quality of the Thai people.

In the Thai culture, word-of-mouth communication, family, and recommendations of well-known people are very important. Thai people like to talk and there is a transfer of information about the quality of firms from one customer to another customer about his or her experiences and feelings. Thai customers receive much information from other customers and make their evaluation based in a large part on the experiences of others. As results of this study, service quality factors had positive impact on word-of-mouth endorsements and repurchase intention. In accomplishing, service firms must understand that front-line employees are ultimately the key to successful provision of service. Their attention to service quality will result in a higher level of perceived service quality. This will create loyal customers who will use the firm repeatedly.

Limitations and Future Research

The present study has some limitations, and the recognition of these should help refine future research efforts. First, the study is limited in one location studied and is not representative of all casual dining restaurants in Thailand. Second, the researcher did not examine the service quality of fast food restaurants and fine dining restaurants. Third, the survey questionnaires were distributed to respondents during the summer time. Fourth, the population statistics of Phuket statistics were not available at the time of colleting data. For future research, more related attributes can be added to the SERVQUAL dimensions to make the questionnaire more precise and more applicable to the casual dining restaurants. Future research may examine service quality in differences type of

restaurants such as fast food restaurants and fine dining restaurants in Thailand. Improved service may enable restaurants to attract new customers to the casual dining businesses as well as to retain its current customers. Future studies should consider using more DINESERV or service recovery attributes to measure customer satisfaction and customer loyalty.

REFERENCES

Agarwal, S., & Sridhar, R. (1992). Choice of Foreign Market Entry Mode: Impact of Ownership, Location and Internalization Factors. *Journal of International Business Studies, 23*(1), 1-27.

Aigbedo, H., & Prameswaran, R. (2004). Importance-Performance Analysis for Improving Quality of Campus Food Service. *The International Journal of Quality & Reliability Management, 21*(8), 876-896.

Alexandris, K., Dimitriadis, N., & Markata, D. (2002). Can Perception of Service Quality Predict Behavioral Intentions? *Managing Service Quality,* Bedford, *12(4)*, 224.

Anderson, E. W., & Sullivan, M. W. (1993). The Antecedents and Consequences of Customer Satisfaction for Firms. *Marketing Science, 12*(2), 125-143.

Annonymous. (2006, March - April). *Where to Eat in Phuket*.

Annonymous. (2006, February - March). Restaurant in Phuket. *Restaurant Preview, 5*.

Athanassopoulos, A., Gounaris, S., & Stathakopoulos, V. (2001). Behavioral Responses to Customer Satisfaction: An Empirical Study. *European Journal of Marketing, 35(5/6)*, 687-707.

Augustyn, M., & Ho, S. (1998). Service Quality and Tourism. *Journal of Travel Research, 37*(1), 71-75.

Baker, D., & Crompton, J. (2000). Quality, Satisfaction, and Behavioral Intentions. *Annual of Tourism Research, 27*, 785-804.

Bitppipe Dictionary. (2006). Retrieved February 16, 2006, from http://www.bitpipe.com/tlist/Customer-Loyalty.html

Bitner, M. J. (1990). Evaluating Service Encounters: the Effects of Physical Surroundings and Employee Responses. *Journal of Marketing, 54*(2), 69-82.

Blanchard, R. F., & Galloway, R. L. (1994). Quality in Retail Banking. *International of Service Industry Management, 5*(4), 5-23.

Blomer, J., Deruyter, K., & Wetzels, M. (1999). Linking Perceived Service Quality and Service Loyalty: A Multi-Dimensional Perspective. *Journal of Marketing, 33*, 1082-1106.

Bojanic, D. C., & Rosen, L. D. (1994). Measuring Service Quality in Restaurants: An Application of the SERVQUAL Instrument. *Hospitality Research Journal, 18*(1), 3-14.

Bolton, R. N., & Drew, J. H. (1991b). A Multistage Model of Customers' Assessments of Service Quality and Value. *Journal of Consumer Research, 17*, 375-384.

Bowen, J. T., & Chen, S. L. (2001). The Relationship Between Customer Loyalty and Customer satisfaction. *International Journal of Contembporary Hospitality Management, 13*(4/5), 213-217.

Bower, M. (1968). Personal Service Firms Venture Abroad. *Columbia Journal of World Business, 3*, 49-58.

Brown, S., & Wartz, T. (1989). A Gap Analysis of Professional Service Quality. *Journal of Marketing, 53*, 92-98.

Chaipoopirutana, S. (1998). *A Comparative Study of Service Quality in the Fast Food Industry: U.S.A. versus Thailand.* Unpublished doctoral dissertation, Nova Southeastern University.

Chang, K. (1998). *A Systems View of Quality on Fitness Services: Development of a Model and Scales.* Unpublished Doctoral Dissertation, Ohio State University, Columbus, OH.

Choi, J. P. (2001). *The Influence of Service Quality on Customer Satisfaction and Repurchase Intentions at Fitness Club in South Korea.* Unpublished Doctoral Dissertation, University of New Mexcio, Albuquerque, NM.

Cochran, W. G. (1963). *Sampling Techniques* (2 ed.). New York: John Wiley and Sons Inc.

Cronin, J. J., & Taylor, S. A. (1992). Measuring Service Quality: A Reexamination and Extentsion *Journal of Marketing, 56*, 55-68.

Cunningham, R. M. (1961). Customer loyalty to Store and Brand. *Harvard Business Review, 39*(6), 127-137.

Fick, G. R., & Ritchie, J. R. B. (1991). Measuring Service Quality in The Travel and Tourism Industry. *Journal of Travel Research, Fall*(2-9).

Fornell, C. (1992). A National Customer Satisfaction Barometer: The Swedish Experience. *Journal of Marketing, 56*(1), 6-21.

Fournier, S., & Yao, J. L. (1997). Reviving Brand Loyalty: A Conceptualization Within The Framework of Consumer-Brand Relationships. *International Journal of Research in Marketing, 14*(5), 451-472.

Gaedeke, R. M., (1973). Selected U.S. Multinational Service Firms in Perspective. *Journal of International Business Studies, 4*, 61-67.

Garvin, D. A. (1983). Quality On The Line. *Harvard Business Review, 61*, 65-73.

Gagliano, K. B., & Hathcote, J. (1994). Customer Expectations and Perceptions of Service Quality in Retail Apparel Specialty Stores. *Journal of Services Marketing. 8*(1), 60-69.

Gronholdt, L., Martensen, A., & Kristensen, K. (2000). The Relationship Between Customer Satisfaction and Loyalty: Cross-Industry Differences. *Total Quality Management, 11*, 509-514.

Gronroos, C. (1982). A Service Quality Model and Its Marketing Implication. *European Journal of Marketing, 18*, 35-42.

Gronroos, C. (1983). Strategic Management and Marketing in the Service Sector. *Marketing Science Institue*.

Gronroos, C. (1984). A Service Quality Model and Its Marketing Implications. *European Journal of Marketing, 12*(8), 588-600.

Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). *Multivariate Data Analysis* (5 ed.). Upper Saddle River, NJ: Prentice Hall.

Hermon, P., & Niteck, D. A. (2001). Service Quality: A Concept Not Fully Explored. *Library Trends, 49*(4), 687-708.

Hermon, P., & Niteck, D. A. (2001). Service Quality: A Concept Not Fully Explored. *Library Trends, 49*(4), 687-708.

Heung, V. C., Wong, M. Y., & Qu, H. (2000). Airport-Restaurant Service Quality in Hong Kong. *Cornell Hotel and Restaurant Administration Quarterly, 41*(3), 86-96.

Heung, V. C., Wong, M. Y., & Qu, H. (2000). Airport-Restaurant Service Quality in Hong Kong. *Cornell Hotel and Restaurant Administration Quarterly, 41*(3), 86-96.

Hjorth, A. (1984). The Concept of Quality and The Efficiency of Markets for Consumer Products. *Journal of Consumer Research, 11*, 708-718.

Hospitality Net. (2001). Bangkok and Phuket Market Overview. Retrieved March 20, 2006, from C:\Documents and Settings\Owner\Desktop\Hospitality Net - Industry News - Bankok And Phuket Market Overview.htm

Israel, G. D. (1992). *Sampling the Evidence of Extension Program Impact.* Program Evaluation and Organizational Development, IFAS, University of Florida. PEOD-5. October.

Jacoby, J., & Kyner, D. B. (1973). Brand Loyalty VS Repeat Purchasing Behavior. *Journal of Marketing Research, 10*(2), 1-9.

Johns, N. (1992). Quality Management in the Hospitality Industry: Part 1. Definition and Specification. *Service Industries Journal, 16*(3), 321.

Johnson, C., & Mathews, B. P. (1997). The Influence of Experience on Service Expectation. *International Journal of Service Industry, 8*(4), 290.

Jones, T. O., & Sasser, W. E. (1995). Why Satisfied Customers Defect? *Harvard Business Review, 73*(6), 88-99.

Kaholkar, P. A., Shepherd, D. C., & Thorpe, D. I. (2000). A Comprehensive Framework for Service Quality: An Investigation of Critical Conceptual and Measurement Issues through a Longitudinal Study. *Journal of Retailing, 76*(2), 139-173.

Karatepe, O. M., & Avci, T. (2002). Measuring Service Quality in the Hotel Industry: Evidences from Northern Cyprus. *An International Journal of Tourism and Hospitality Research, 13*, 19-32.

Keppel, G., & Wickens, T. D. (1997). *Design and Analysis* (4 ed.). Upper Saddle River, NJ: Prentice Hall.

Kim, H. D. (2005). The Relationships Between Service quality, Customer Satisfaction, and Repurchase Intention in Korean Private Golf Courses. *Dissertation Abstracts International,* (UMI No. 3177086).

Knutson, B., Stevens, P., & Patton, M. (1995). DINSERV: Measuring Service Quality in Quick Service, Casual/heme, and Fine Dining Restaurants. *Journal Hospitality & Leisure Marketing, 3*(2), 35-45.

Landrum, H., & Prybutok, V. R. (2004). A Service Quality and Success Model for The Information Service Industry. *European Journal of Operational Research, 156*, 628-642.

LaTour, S. A., & Peat, N. C. (1979). Conceptual and Methodlogical Issues in Consumer Satisfaction Research. *Advances in Consumer Research*, 432-437.

Lau, P. M., Akbar, A. K., & Fie, D. Y. G. (2005). Service Quality:Study of The Luxury Hotel in Malaysia. *Journal of American Academy of Business, 7*(2), 46-55.

Lee, G. G., & Lin, H. F. (2005). Customer Perceptions of E-Service Quality in Online Shopping. *International Journal of Retail & Distribution Management, 33*(2/3), 161-176.

Lee, H., Lee, Y., & Yoo, D. (2000). The Determinants of Perceived Service Quality and Its Relationship with Satisfaction. *Journal of Services Marketing, 14*(3), 217-231.

Lee, Y. L., & Hing, N. (1995). Measuring Quality in Restaurant Operations: An Application of the SERVQUAL Instrument. *International Journal of Hospitality Management, 14*(3/4), 293-310.

Lewis, R. C., & Booms, B. H. (Eds.). (1983). *The Marketing Aspects of Service Quality*. Chicago: American Marketing.

Lewis, R. C., & Klein, D. M. (Eds.). (1988). *The Measurements of Gaps in Service Quality*. Illinois: American Marketing Association.

Liljander, V., & Stradvik, T. (1993). Estimating Zones of Tolerance in Perceived Service Quality and Perceived Service Value. *International Journal of Service Industry Management, 4*(2), 6-28.

Lovelock, C. H. (1991). *Service Marketing* (2 ed.). Englewood Cliffs: Prentice-Hall.

Mersha, T., & Adlakha, V. (1992). Attributes of Service Quality: The Consumers' Perspective. *International Journal of Service Industry Management, 3*(3), 34-45.

Mittal, B., & Lassar, W. M. (1998). Why Do Customers Swith? The Dynamics of Satisfaction Versus Loyalty. *Journal of Services Marketing, 12*(3), 177.

Ng, Y. N. (2005). *A Study of Customer Satisfaction, Return Intention, and Word-of-Mouth Endorsement in University Dining*. Unpublished doctoral dissertation, Oklahoma State University, Oklahoma.

Nunnally, J. C. (1967). *Psychometric Theory*. New York: McGraw-Hill.

Nunnally, J. C., & Bernstein, I. (1994). *Psychometric Theory* (3 ed.). New York: McGraw-Hill.

Oliver, R. L. (1981). Measurement and Evaluation of Satisfaction Process in Retail Setting. *Journal of Retailing, 57*(3), 25-48.

Oliver, R. L. (Ed.). (1993). *A Conceptual Model of Service Quality and Service Satisfaction: Compatible Goals, Different Concepts* (Vol. 2). Greewich: JAI Press.

Oliver, R. L. (1996). *Satisfaction: A Behavioral Perspective on The Consumer*. New York: McGraw-Hill.

Oliver, R. L. (1999). When Consumer Loyalty? *Journal of Marketing, 63*, 33-44.

Parasuram, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing, 64*(1), 12-40.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implication for Future Research. *Journal of Marketing, 49*(3), 25-46.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing, 49*(4), 41-50.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). Problems and Strategies in Service Marketing. *Journal of Marketing, 49*(3), 25-46.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1986). *SERVQUAL: A Multiple-Item Scale for Measuring Customer Perceptions of Service Quality* (Working Paper No. 86-108): Marketing Science Institue.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVAUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing, 67*(4), 421-450.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1993). More on Improving Service Quality. *Journal of Retailing, 69*(1), 140-147.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1994). *Moving Forward in Service Quality Research: Measuring Different Customer Expectation Levels, Comparing Alternative Scales, and Examinaing the Performance Behavioral Intentions Link* (Working Paper No. 94-114): Marketing Science Institue.

Phuket Dining Guide. (2006). Retrieved February 10, 2006, from http://www.phuket.com/dining/index.htm

Phuket Tourism Statistics (2005). Retrieved February 16, 2006, from http://www.phukettourism.org/contact_us/statistic.htm

Reynolds, K. E., & Beatty, S. E. (1999). Customer Benefits and Company Consequences of Customer-Salesperson Relationships in Retailing. *Journal of Retailing, 75*(1), 11-32.

Rust, T., Zahorik, A. J., & Keiningham, T. L. (1995). Return on Qualty (ROQ): Making Service Quality Financialy Accountable. *Journal of Marketing, 59*(2), 58-70.

Ruyter, K. D., Bloemer, J., & Pascal, P. (1997). Merging Service Quality and Service Satisfaction: An Empirical Test of An Integrative Model. *Journal of Economic Psychology, 18*(4), 187-406.

Sasser, W. E., Olsen, R. P., & Wyckoff, D. D. (1978). *Management of Service Operations: Text and Cases*. Boston: Allyn and Bacon.

Shaw-Ching Liu, B., Furrer, O., & Sudharshan, D. (2001). The relationship between Culture and Behavioral Intentions toward Services. *Journal of Service Research, 4(2)*, 118-130.

Sherden, W. A. (1988). Gaining the Service Quality Advantage. *Journal of Business Strategy, 9*(2), 45-48.

Skogland, I., & Siguaw, J. (2004). Are Your Satisfied Customers Loyalty? *Cornell Hotel and Restaurant Administration Quarterly, 45*(3), 221-232.

Spreng, R. A., Mackenzie, S. B., & Olshavsky, R. W. (1996). A Reexamination of the Determinants of Consumer Satisfaction. *Journal of Marketing, 60*, 15-32.

Spreng, R. A., & MacKoy, R. D. (1996). An Empirical Examination of A Model of Perceived Service Quality and Satisfaction. *Journal of Retailing, 72*(2), 201-214.

Spreng, R. A., & MacKoy, R. D. (1996). An Empirical Examination of a Model of Perceived Service Quality and Satisfaction. *Journal of Retailing, 72*(2), 201-214.

Stevens, P., Knutson, B., & Patton, M. (1995). DINESERV: A Tool for Measuring Service Quality in Restaurants. *Cornell Hotel and Restaurant Administration Quarterly, 36*(2), 55-60.

Tam, J. L. M. (2004). Customer Satisfaction, Service Quality and Perceived Value: An Integrative Model. *Journal of Marketing Management, 20*(7/8), 897.

Teas, R. K. (1993). Expectations, Performance Evaluation, and Consumers' Perceptions of Quality. *Journal of Marketing, 57*(4), 18-34.

Teas, R. K. (1994). Expectations as a Comparison Standard in Measuring Service Quality: An Assessment of a Reassessment. *Journal of Marketing, 58*, 132-139.

Tomes, A. E., Ng, S., & Chee, P. (1995). Service Quality in Hospital Care: the Development of an In-Patient Questionnaire. *International Journal of Health Care Quality Assurance, 8*(3), 25-32.

Tourism Authority of Thailand. (2001). Retrieved February 10, 2006, from C:\Documents and Settings\Owner\Desktop\The Tourism Authority of Thailand (TAT) - Tourism Information Phuket Thailand.htm

Wikipedia. (2006). Retrieved February 14, 2006, from http://en.wikipedia.org/wiki/Casual_dining

Wikipedia. (2006). Retrieved February 16, 2006, from http://en.wikipedia.org/wiki/Customer_Satisfaction

Woodside, A. G., Frey, L. L., & Daly, R. T. (1989). Linking Service Quality, Customer Satisfaction, and Behavioral Intention. *Journal of Health Care Marketing, 9*(December), 5-17.

Wyckoff, D. D. (1984). New Tools for Achieving Service Quality. *Cornell Hotel and Restaurant Administration Quarterly, 25*(3), 78-91.

Yu, C. H., Chang, H. C., & Huang, G. L. (2006). A Study of Service Quality, Customer Satisfaction and Loyalty in Taiwanese Leisure Industry. *The Journal of American Academy of Business, 9*(1), 126-132.

Zeithaml, V. (1987). *Defining and Relating Price, Perceived Quality, and Perceived Value* (No. 87-101). Cambride: Marketing Science Institue.

Zeithaml, V. (1988). Consumer Perceptions of Price, Quality, and Value: A means-End Model and Synthesis of Evidence. *Journal of Marketing, 52*(July), 2-22.

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1988). Communication and Control Process in The Delivery of Service Quality. *Journal of Marketing, 52*, 35-48.

Zeithaml, V. A., Parasuraman, A., & Berry, L. L. (1990). *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. New York: Free Press.

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing, 60(April)*, 31-46.

APPENDICES

APPENDIX A – INSTITUTIONAL REVIEW BOARD (IRB) APPROVAL

Oklahoma State University Institutional Review Board

Date:	Wednesday, June 07, 2006
IRB Application No	HE0677
Proposal Title:	A Comparative Study of the Service Quality Attributes of Casual Dining Restaurants in Phuket: Perspective of Thai and International Customers
Reviewed and Processed as:	Exempt

Status Recommended by Reviewer(s): Approved Protocol Expires: 6/6/2007

Principal Investigator(s

Arisara Seyanont
101-3 N. Univ. Place
Stillwater, OK 74075

Jerrold K. Leong
210 HESW
Stillwater, OK 74078

The IRB application referenced above has been approved. It is the judgment of the reviewers that the rights and welfare of individuals who may be asked to participate in this study will be respected, and that the research will be conducted in a manner consistent with the IRB requirements as outlined in section 45 CFR 46.

X The final versions of any printed recruitment, consent and assent documents bearing the IRB approval stamp are attached to this letter. These are the versions that must be used during the study.

As Principal Investigator, it is your responsibility to do the following:

1. Conduct this study exactly as it has been approved. Any modifications to the research protocol must be submitted with the appropriate signatures for IRB approval.
2. Submit a request for continuation if the study extends beyond the approval period of one calendar year. This continuation must receive IRB review and approval before the research can continue.
3. Report any adverse events to the IRB Chair promptly. Adverse events are those which are unanticipated and impact the subjects during the course of this research; and
4. Notify the IRB office in writing when your research project is complete.

Please note that approved protocols are subject to monitoring by the IRB and that the IRB office has the authority to inspect research records associated with this protocol at any time. If you have questions about the IRB procedures or need any assistance from the Board, please contact Beth McTernan in 415 Whitehurst (phone: 405-744-5700, beth.mcternan@okstate.edu).

Sincerely,

Sue C. Jacobs, Chair
Institutional Review Board

APPENDIX B – COVER LETTER

OKLAHOMA STATE UNIVERSITY

COVER LETTER

June 2006

Dear Participants,

I am a Ph. D. student in the College of Human Environmental Sciences, Oklahoma State University, majoring in Hospitality Administration, located in the State of Oklahoma, United States of America. In order to complete the requirements of my study, I am conducting a research project entitled "A Comparative Study of the Service Quality of Casual Dining Restaurants in Phuket: Perspective of Thai and International Customers." The purpose of the study is to determine which attributes of service quality measures customer satisfaction of casual dining restaurants in Phuket. The result of this questionnaire will provide recommendations to managers of casual dining restaurants in Phuket as to improvements to their service quality. In addition, this result will help to improve service quality, customer satisfaction as well as to develop a framework to assist the managers to attract, satisfy, and retain more customers.

Your participation and opinion will be of great value to the researcher and restaurant industry. Your participation is voluntary and all information you provide will be kept confidential. There are no known risks to you either emotionally or psychologically as a result of participating in this study. Your completing of this questionnaire will indicate your understanding of the conditions under which this questionnaire is administered. No name or other means of identification are requested in this questionnaire to ensure your anonymity. Your completed questionnaire will only be accessed by the researchers of this study.

The instrument has been approved by the Institutional Review Board (IRB – http://compliance.vpr.okstate.edu/) at Oklahoma State University and has met all the human subjects and ethical requirements. Please contact me or the IRB office if you have any questions or concerns about this research. My contact information along with that of Oklahoma State University's Research Compliance Office is provided below.

Thank you for your time, cooperation, and participation in this research project.

Yours Sincerely,

Arisara Seyanont
Ph. D. Student
Oklahoma State University
College of human Environmental Sciences
School of Hotel & Restaurant Administration
E-mail: a.seyanont@okstate.edu
Phone: (405) 269-1082
Fax: (405) 744-6299

Jerrold Leong, Ph. D., FMP
Associate Professor
Oklahoma State University
College of human Environmental Sciences
School of Hotel & Restaurant Administration
E-mail: leong@okstate.edu
Phone: (405) 744-67122
Fax: (405) 744-6299

Dr. Sue C. Jacobs
University Research Compliance
415 Whitehurst
Oklahoma State University
Stillwater, OK 74078
E-mail: irb@okstate.edu
Phone: (405) 744-1676
Fax: (405) 744-4335

APPENDIX C – ENGLISH QUESTIONNAIRE

Restaurant Type_____

Questionnaire No._____

Questionnaire

Part I: Service Quality

Directions: The following set of statement relates to your perspective of service quality in this restaurant. For each statement, please show the extent to which you believe the restaurant has the feature described by the statement. Please circle a number based on a scale from -3 to 3, with -3 being "less than expected" and 3 being "greater than expected".

	Less Than Expected						Greater than Expected
Tangibles							
1. The parking is adequate for you.	-3	-2	-1	0	1	2	3
2. The dining area is clean.	-3	-2	-1	0	1	2	3
3. This restaurant has a décor with restaurant image.	-3	-2	-1	0	1	2	3
4. Employees are well dressed.	-3	-2	-1	0	1	2	3
5. The menu reflects the restaurant's image.	-3	-2	-1	0	1	2	3
6. Restroom is thoroughly clean.	-3	-2	-1	0	1	2	3
Reliability							
7. You are served in the time promised.	-3	-2	-1	0	1	2	3
8. Employees quickly correct anything that is wrong.	-3	-2	-1	0	1	2	3
9. Service is consistent.	-3	-2	-1	0	1	2	3
10. This restaurant provides an accurate guest check.	-3	-2	-1	0	1	2	3
11. Employees serve food exactly as you ordered.	-3	-2	-1	0	1	2	3
12. The food prices that you are charged on the guest check are the same as those in the menu.	-3	-2	- 1	0	1	2	3
Responsiveness							
13. This restaurant tells you exactly when the services will be performed.	-3	-2	-1	0	1	2	3
14. This restaurant during busy times has enough employees to help each other maintain speed.	-3	-2	-1	0	1	2	3
15. Employees provide quick service.	-3	-2	-1	0	1	2	3
16. Employees respond to your request promptly.	-3	-2	-1	0	1	2	3
17. Employees are always willing to help you.	-3	-2	-1	0	1	2	3
18. Employees give extra effort to handle your special requests.	-3	-2	-1	0	1	2	3
Assurance							
19. Employees are able to answer your questions accurately.	-3	-2	-1	0	1	2	3
20. Employees make you feel comfortable when dealings with them.	-3	-2	-1	0	1	2	3
21. This restaurant has employees who are able to give you information about menu items, their ingredients, and methods of preparation.	-3	-2	-1	0	1	2	3
22. This restaurant has personnel who had well trained.	-3	-2	-1	0	1	2	3
23. This restaurant seems to support their employees so that they can do their jobs well.	-3	-2	-1	0	1	2	3
24. Employees are polite.	-3	-2	-1	0	1	2	3
Empathy							
25. Employees give you personal attention.	-3	-2	-1	0	1	2	3
26. Employees know what your needs are.	-3	-2	-1	0	1	2	3
27. This restaurant has operating hours convenient to you.	-3	-2	-1	0	1	2	3
28. Employees have your best interests at heart.	-3	-2	-1	0	1	2	3
29. Employees make you feel special.	-3	-2	-1	0	1	2	3
30. This restaurant considers your needs.	-3	-2	-1	0	1	2	3

(next page)

Part II: Overall Service Quality

Directions: Please indicate the percentage of each dimension of service quality in this restaurant. The total percentage of service quality dimensions is 100.

Service Quality Dimensions	**Percentage (%)**
Tangibles (physical facilities, appearance of employees, and tools or equipment used to provide the service)	----------
Reliability (ability to perform the promised service dependably and accurately)	----------
Responsiveness (willingness to help customers and provide prompt service)	----------
Assurance (knowledge and courtesy of employees and their ability to inspire trust and confidence)	----------
Empathy (caring, individualized attention the firm provides its customers)	----------
Total	**100 %**

Part III: Customer Satisfaction and Loyalty

Directions: Please circle a number based upon a scale from -3 to 3, with -3 being "less than expected" and 3 being "greater than expected".

	Less Than Expected						Greater than Expected
31. Overall, I am satisfied with this restaurant.	-3	-2	-1	0	1	2	3
Customer Loyalty							
Attitudinal Measures							
32. I am likely to make positive comments about this restaurant to my friends, relatives, and coworkers.	-3	-2	-1	0	1	2	3
33. I would go out of my way to help my friends, relatives, and coworkers to do business with this restaurant.	-3	-2	-1	0	1	2	3
34. I would recommend this restaurant to my friends, relatives, and coworkers.	-3	-2	-1	0	1	2	3
Behavioral Measures							
35. Even if I am offered lower prices at another restaurant, I will not switch from this restaurant.	-3	-2	-1	0	1	2	3
36. I would complain to this restaurant if I experience problems.	-3	-2	-1	0	1	2	3
37. I would return to this restaurant in the future.	-3	-2	-1	0	1	2	3

Part IV: Demographic Profile

Directions: Please answer each of the following questions to provide information about yourself. This demographic information will be used for research purposes only.

1. What is your gender? ☐ Male ☐ Female
2. What is your marital status? ☐ Single ☐ Married ☐ Widowed ☐ Divorced
3. What is your age?

☐ 20 – 29 years ☐ 30 – 39 years ☐ 40 – 49 years ☐ 50 – 59 years ☐ Over 60 years

4. Have you dined at this restaurant before? ☐ Yes ☐ No
5. How many times do you dine in this restaurant in a month?

☐ 1 time ☐ 2 times ☐ 3times ☐ 4 times ☐ Over 4 times

6. How much do you usually spend per dinner? (US $ 1 = 40 baht)

☐ Under 400 baht ☐ 400 – 800 baht ☐ 801 – 1,200 baht ☐ 1,201 – 1,600 baht ☐ Over 1,600 baht

7. How many people do you have in your party? (Including you) _____ people

Thank you for participation in this questionnaire

APPENDIX D – THAI QUESTIONNAIRE

ประเภทของร้านอาหาร_____

แบบสอบถาม ชุดที่_____

แบบสอบถามคุณภาพการบริการของร้านอาหาร

ส่วนที่ 1: คุณภาพการบริการ

คำชี้แจง: แบบสอบถามนี้จัดทำขึ้นเพื่อสำรวจความคาดหวังของท่านในคุณภาพการบริการของร้านอาหาร
ในแต่ละข้อความต่อไปนี้กล่าวถึงคุณภาพการบริการของร้านอาหาร
โปรดวงกลมล้อมรอบตัวเลขที่ตรงกับระดับความคาดหวังของท่านมากที่สุด โดยตัวเลขแต่ละตัวมีความหมายดังนี้
-3 = น้อยกว่าที่คาดหวัง 0 = เป็นกลาง และ 3 = มากกว่าที่คาดหวัง

		น้อยกว่าที่คาดหวัง						มากกว่าที่คาดหวัง
	ลักษณะทางกายภาพของร้านอาหาร							
1.	ที่จอดรถเพียงพอสำหรับท่าน	-3	-2	-1	0	1	2	3
2.	บริเวณที่รับประทานอาหารสะอาด	-3	-2	-1	0	1	2	3
3.	ร้านอาหารได้ตกแต่งร้านตามลักษณะประเภทของร้านอาหาร	-3	-2	-1	0	1	2	3
4.	พนักงานของร้านอาหารมีการแต่งกายเรียบร้อย	-3	-2	-1	0	1	2	3
5.	เมนูอาหารสอดคล้องกับลักษณะประเภทของร้านอาหาร	-3	-2	-1	0	1	2	3
6.	ห้องน้ำของร้านอาหารมีความสะอาด							
	ความน่าเชื่อถือ							
7.	ท่านได้รับการบริการตรงตามเวลาที่ได้แจ้งไว้	-3	-2	-1	0	1	2	3
8.	พนักงานแก้ไขข้อผิดพลาดที่เกิดขึ้นอย่างรวดเร็ว	-3	-2	-1	0	1	2	3
9.	การบริการมีความสม่ำเสมอ	-3	-2	-1	0	1	2	3
10.	ร้านอาหารนี้คิดราคาค่าอาหารอย่างถูกต้อง	-3	-2	-1	0	1	2	3
11.	พนักงานเสริฟอาหารถูกต้องตามรายการอาหารที่ท่านสั่ง	-3	-2	-1	0	1	2	3
12.	ราคาอาหารที่คิดในใบเสร็จรับเงินตรงตามราคาที่อยู่ในเมนูอาหาร	-3	-2	-1	0	1	2	3
	การตอบสนองต่อท่าน							
13.	ร้านอาหารมีการแจ้งท่านว่าเมื่อไรจะมีการให้การบริการ	-3	-2	-1	0	1	2	3
14.	ในช่วงเวลาเร่งด่วน ร้านอาหารมีพนักงานเสริฟเพียงพอ ในการรักษาระดับความเร็วในการให้บริการ	-3	-2	-1	0	1	2	3
15.	พนักงานของร้านอาหารให้บริการที่รวดเร็ว	-3	-2	-1	0	1	2	3
16.	พนักงานของร้านอาหารตอบรับการเรียกร้องของท่านอย่างทันที	-3	-2	-1	0	1	2	3
17.	พนักงานของร้านอาหารมีความเต็มใจที่จะช่วยเหลือท่าน	-3	-2	-1	0	1	2	3
18.	พนักงานของร้านอาหารพยายามให้การจัดการต่อการเรียกร้องพิเศษของท่าน	-3	-2	-1	0	1	2	3
	การรับรองการให้บริการ							
19.	พนักงานของร้านอาหารสามารถตอบคำถามของท่านได้เป็นอย่างดี	-3	-2	-1	0	1	2	3
20.	พนักงานของร้านอาหารทำให้ท่านรู้สึกสะดวก เมื่อท่านต้องติดต่อพวกเขา	-3	-2	-1	0	1	2	3
21.	ร้านอาหารมีพนักงานที่มีความสามารถและเต็มใจที่จะอธิบายรายการอาหาร ส่วนประกอบ และวิธีการปรุงอาหารในเมนูอาหาร	-3	-2	-1	0	1	2	3
22.	ร้านอาหารมีพนักงานที่ได้รับการฝึกฝนการทำงานเป็นอย่างดี	-3	-2	-1	0	1	2	3
23.	ร้านอาหารให้ความช่วยเหลือพนักงาน เพื่อที่พนักงานจะได้ทำงานได้เป็นอย่างดี	-3	-2	-1	0	1	2	3
24.	พนักงานของร้านอาหารมีความสุภาพ	-3	-2	-1	0	1	2	3
	ความเอาใจใส่ในการบริการ							
25.	พนักงานของร้านอาหารให้ความเอาใจใส่ท่าน	-3	-2	-1	0	1	2	3
26.	พนักงานของร้านอาหารทราบถึงความต้องการของท่าน	-3	-2	-1	0	1	2	3
27.	เวลาที่ให้บริการของร้านอาหารสะดวกต่อท่าน	-3	-2	-1	0	1	2	3
28.	พนักงานของร้านอาหารเอาใส่ใจในความต้องการของท่าน	-3	-2	-1	0	1	2	3
29.	พนักงานของร้านอาหารทำให้ท่านรู้สึกว่าท่านได้รับการบริการเป็นพิเศษ	-3	-2	-1	0	1	2	3
30.	ร้านอาหารเอาใส่ใจในความต้องการของท่าน	-3	-2	-1	0	1	2	3

(มีต่อหน้าถัดไป)

ส่วนที่ 2: ภาพรวมของคุณภาพการบริการ

คำชี้แจง: โปรดระบุเปอร์เซ็นต์ของแต่ละสัดส่วนคุณภาพของการบริการ โดยสัดส่วนคุณภาพของการบริการรวมทั้งหมดเท่ากับ 100%

สัดส่วนคุณภาพของการบริการ	**เปอร์เซ็นต์ (%)**
ลักษณะกายภาพของร้านอาหาร (เช่น การตกแต่งร้าน บรรยากาศของร้าน การแต่งกายของพนักงาน)	_____
ความน่าเชื่อถือ (การให้บริการตามที่แจ้งไว้และให้บริการอย่างถูกต้อง)	_____
การตอบสนองต่อท่าน (ความเต็มใจที่ให้บริการต่อท่าน)	_____
การรับรองการให้บริการ (พนักงานมีประสิทธิภาพในการให้บริการ)	_____
ความเอาใจใส่ในการบริการ (สนใจและใส่ใจในความต้องการของท่าน)	_____
เปอร์เซ็นต์รวมทั้งหมด =	**100 %**

ส่วนที่ 3: ความพึงพอใจและความภักดีของลูกค้า

คำชี้แจง: โปรดวงกลมล้อมรอบตัวเลขที่ตรงกับระดับความคาดหวังของท่านมากที่สุด โดยตัวเลขแต่ละตัวเป็นระดับความคาดหวัง ซึ่งมีความหมายดังนี้ -3 = น้อยกว่าที่คาดหวัง 0 = เป็นกลาง และ 3 = มากกว่าที่คาดหวัง

	น้อยกว่าที่คาดหวัง						**มากกว่าที่คาดหวัง**
31. โดยภาพรวม ท่านมีความพึงพอใจต่อร้านอาหารนี้	-3	-2	-1	0	1	2	3
ความภักดีของลูกค้า							
<u>การวัดทัศนคติ</u>							
32. ฉันยินดีกล่าวถึงข้อดีของร้านอาหารนี้กับเพื่อน ญาติ และเพื่อนร่วมงาน	-3	-2	-1	0	1	2	3
33. ท่านจะพยายามอย่างเต็มที่ เพื่อแนะนำร้านอาหารนี้ให้กับเพื่อน ญาติ และเพื่อนร่วมงาน	-3	-2	-1	0	1	2	3
34. ท่านจะแนะนำร้านอาหารนี้ให้กับผู้อื่น	-3	-2	-1	0	1	2	3
<u>การวัดพฤติกรรม</u>							
35. ถึงแม้ร้านอาหารอื่นจะมีราคาอาหารที่ต่ำกว่า ท่านก้ยังคงใช้บริการร้านอาหารนี้	-3	-2	-1	0	1	2	3
36. ถ้าท่านมีปัญหาที่เกิดจากการให้บริการของร้าน ท่านก็จะแจ้งต่อร้านอาหาร	-3	-2	-1	0	1	2	3
37. ท่านจะกลับมารับประทานอาหารที่ร้านนี้อีกในอนาคต	-3	-2	-1	0	1	2	3

ส่วนที่ 4: ข้อมูลส่วนตัวของท่าน

คำชี้แจง: กรุณาตอบคำถามต่อไปนี้เกี่ยวกับตัวท่าน ข้อมูลในส่วนนี้จะนำไปใช้เพื่อวัตถุประสงค์ในการทำวิจัยเท่านั้น (โปรดทำเครื่องหมาย x หน้าข้อนั้น)

1. เพศของท่าน ☐ ชาย ☐ หญิง

2. สถานภาพการสมรส โสด ☐ สมรส ☐ เป็นหม้าย ☐ หย่าร้าง ☐

3. อายุของท่าน ☐ 20 – 29 ปี ☐ 30 – 39 ปี ☐ 40 – 49 ปี ☐ 50 – 59 ปี ☐ 60 ปีขึ้นไป

4. ท่านเคยมารับประทานอาหารที่ร้านนี้หรือไม่ ☐ เคย ☐ ไม่เคย

5. ท่านมารับประทานอาหารที่ร้านนี้กี่ครั้งใน 1 เดือน

☐ 1 ครั้ง ☐ 2 ครั้ง ☐ 3 ครั้ง ☐ 4 ครั้ง ☐ มากกว่า 4 ครั้ง

6. ค่าอาหารในการรับประทานต่อครั้ง (US $1 = 40 บาท)

☐ ต่ำกว่า 400 บาท ☐ 400 – 800 บาท ☐ 801 – 1200 บาท ☐ 1201 – 1600 บาท ☐ มากกว่า 1600 บาท

8. จำนวนผู้มารับประทานอาหารกับท่านในครั้งนี้ (รวมตัวท่านด้วย) .....ท่าน

ขอขอบคุณในความร่วมมือในการตอบแบบสอบถามเป็นอย่างสูง

VITA

Arisara Seyanont

Candidate for the Degree of

Doctor of Philosophy

Dissertation: A COMPARATIVE STUDY OF THE SERVICE QUALITY OF CASUAL DINING RESTAURANTS IN PHUKET: PERSPECTIVE OF THAI AND INTERNATIONAL CUSTOMERS

Major Field: Hospitality Administration

Biographical:

Personal Data: Born in Bangkok, Thailand, On April 5, 1973, the daughter of Sanan and Patcharee Seyanont

Education: Received Bachelor of Science degree in Accounting (International Program), Bangkok University, Bangkok, Thailand, December 1995; received Master of Business Administration degree, Jacksonville State University, Jacksonville, Alabama. Completed requirements for Doctor of Philosophy degree, Oklahoma State University, May 2007

Experience: 2004 to present – Student Assistant at Career Resource Center, Oklahoma State University: Design marketing materials for campus-wide awareness campaigns, help students with career exploration and study skills enhancement, train staff and clients on effective use of information systems resources; Jul y 2006 – Research Assistant at School of Hotel and Restaurant Administration, Oklahoma State University: Assist the professor in development of research, assist the professor in publicity material in the research; August 2004 – Dining Service Graduate Assistant at Residential Life – Scott-Parker-Wentz Dining, Oklahoma State University: Daily operational management, catering and special events, maintenance of health and safety standards, and service management; 2000-2004 –CEO and Owner at Patcharee Thai Restaurant, Inc., Carterville, Georgia: Managed all operation functions, improved quality and efficiencies resulting in food and labor cost reduction, created new menu items and instituting new plating system, and scheduled and payroll forecasting for the business.

Name: Arisara Seyanont Date of Degree: May, 2007

Institution: Oklahoma State University Location: Stillwater, Oklahoma

Title of Study: A COMPARATIVE STUDY OF THE SERVICE QUALITY OF CASUAL DINING RESTAURANTS IN PHUKET: PERSPECTIVE OF THAI AND INTERNATIONAL CUSTOMERS

Pages in Study: 213 Candidate for the Degree of Doctor of Philosophy

Major Field: Hospitality Administration

Scope and Method of Study: The purpose of the study was to determine which attributes of service quality (SERVQUAL) influenced customer's satisfaction of casual dining restaurants in Phuket. The researcher examined the relationships between customer satisfaction and customer loyalty (word-of-mouth endorsements and repurchase intention). Additionally, this study was also designed to measure levels of service quality based on a) gender, b) age, c) dining frequency, and d) per capita expenditures for each meal.

Findings and Conclusions: The results of this research indicated that service quality factors scales and customer loyalty scales measures were reliable Cronbach's alpha ≥ 0.60 had a high reliability. As a result of principal component analysis (factor analysis) using the varimax rotation identified four underlying service quality factors in casual dining restaurants. These four service quality factors were 1) Personnel and Customers' Relationship, 2) Environment Service Provider, 3) Service Providers' Attitude and Competencies, and 4) Service Providers' Initiative in Guest's Service. The findings of this study indicated that the service quality factors had a positive impact on overall customer satisfaction. In turn, customer satisfaction is likely to increase customer loyalty (word-of-mouth endorsements and repurchase intention) in casual dining restaurants environment. The results showed that Thai casual dining restaurant had a higher significance difference than Japanese, Italian, and Mediterranean casual dining restaurants in overall service quality.

ADVISOR'S APPROVAL: Jerrold K. Leong, Ph. D., FMP